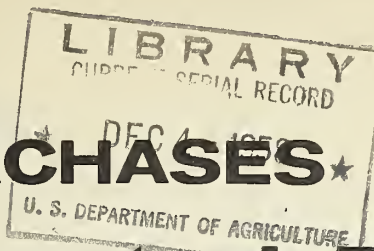


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CONSUMER PURCHASES OF

Selected Fruits and Juices

By Regions and Retail Outlets

January - March 1958



CPFJ-64

UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURE - WASHINGTON

Agricultural Marketing Service

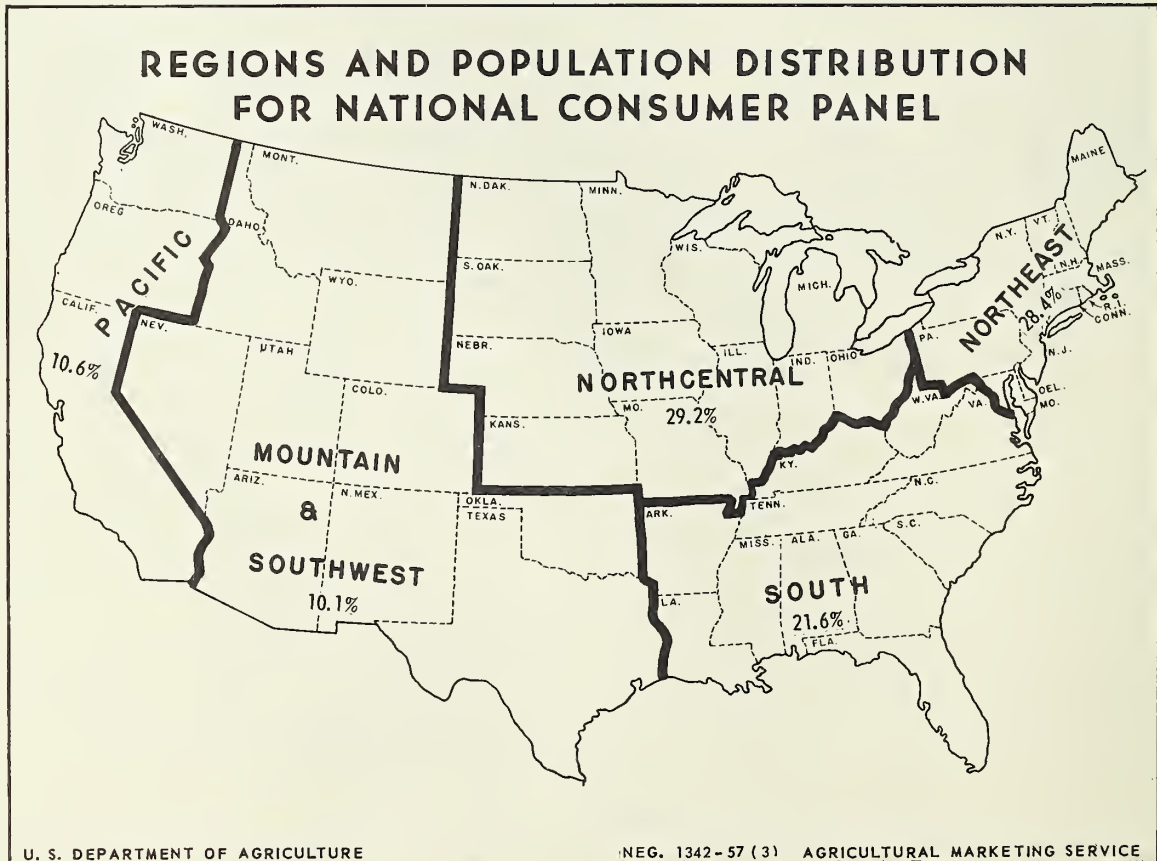
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FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946.



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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES,
BY REGIONS AND RETAIL OUTLETS, JANUARY-MARCH 1958

: The data in this report represent estimated purchases of :
: specified fruits and juices by household consumers only. They :
: do not include purchases by restaurants, hospitals, hotels, or :
: other institutional outlets. :

SUMMARY

Household purchases of selected juices and ades on an equivalent single-strength basis were about 5 percent greater in the first quarter of 1958 than in the corresponding period a year earlier. The gain reflected increased buying of the concentrated and single-strength juices not individually reported; purchases of orange juice were about the same as in January-March 1957.

Substantial gains in single-strength and chilled orange juice and in shelf-pack orange concentrate were about offset by a 12-percent drop in purchases of frozen concentrated orange juice. Purchases of grapefruit juice held close to the January-March 1957 level, but purchases of lemon juice were up moderately. Buying of tomato juice remained about the same as a year earlier, while a moderate decline was reported for prune juice.

Purchases of fresh lemons increased about 11 percent over January-March 1957, but buying of other fresh citrus declined, with grapefruit down 4 percent, oranges down 12 percent, and tangerines down 67 percent.

Frozen juices, chilled juice, and ades: Household purchases of frozen concentrated orange juice in the first quarter of 1958 were 12 percent below the level of the corresponding quarter a year earlier. The 14.6 million gallons bought was the lowest quarterly volume of purchases since April-June 1954. Buying fell off in all regions, with declines ranging from 6 percent in the North Central region to 20 percent in the Pacific region. Purchases also dropped in all types of retail outlets, with the relative decline in national chainstores about twice that in independent outlets. Per capita purchases averaged 1.9 cans (6-ounce) for the quarter, ranging from 1 can in the South to 2.7 cans in the Northeast. A year earlier, the average per capita purchase was 2.1 cans, with the spread from 1.2 to 3.2 cans. Prices paid for frozen orange concentrate averaged 20.1 cents per 6-ounce can, 4 cents more than in January-March a year earlier, and the highest paid since the third quarter of 1951 (tables 1 and 2).

About 14 percent less frozen concentrated grapefruit juice was purchased in the first quarter of 1958 than a year earlier. The decline reflected a substantial drop in buying in the Northeast. In the North Central region purchases were up about two-thirds, with the result that the volume of purchases in that region exceeded that in the Northeast for the first time since reporting on this product began in 1956. Purchases in the 3 other regions remained too small for analysis. Buying of frozen concentrated grapefruit juice was up

slightly in regional chainstores in contrast to rather large drops in quantities purchased in other types of outlets. Consumers paid an average of 17.2 cents in January-March 1958 for a 6-ounce can of the frozen concentrate, 3.1 cents more than a year earlier. In the Northeast prices paid were up 3.9 cents per can, while in the North Central the rise was 1.7 cents (table 3).

Purchases of frozen concentrated juices other than orange and grapefruit in the first quarter of 1958 were up 44 percent from the corresponding quarter in 1957. During the quarter, "other" juices commanded a 14-percent share of the frozen concentrate market, compared with a 9-percent share a year earlier. Buying advanced in all regions, with the gains ranging up to 65 percent in the Northeast. That area accounted for about one-half of the total volume of purchases. Prices paid for "other" frozen concentrated juices averaged 18.7 cents per 6-ounce can, an increase of 0.7 cent from a year earlier (table 4).

Household purchases of chilled orange juice continued to climb in 1958, with first quarter purchases up 29 percent from the corresponding quarter a year earlier. The Northeast accounted roughly for two-thirds of the total volume of purchases and for most of the gain over a year earlier. Rather large relative gains also were reported for other regions except the Mountain-Southwest, where buying was off about one-fourth. Per capita purchases of chilled orange juice in the Northeast amounted to about 0.4 quart for the quarter, more than three times the rate in the North Central States where purchases per person were next highest (table 6).

About 46 percent of the chilled orange juice purchased during the quarter was bought from "other" outlets such as dairies and delicatessens, and only about 8 percent from national chainstores. Purchases declined moderately from a year earlier in national chains in contrast to increases of one-fourth to one-half in other types of outlets.

Prices paid for chilled orange juice averaged 36.8 cents per quart, 1.5 cents more than a year earlier. By regions, prices ranged from about 36 cents in the Northeast to 46 cents in the Pacific; and by type of outlet, from 34 cents in national chains to 38 cents in "other" outlets.

Home buying of frozen concentrated lemonade in the first quarter of 1958 was nearly the same as a year earlier. Purchases increased substantially in the Northeast and moderately in the Pacific, but those gains were offset by a sharp drop in the North Central region where purchases sank to the lowest level in more than 4 years. Prices paid for frozen concentrated lemonade averaged 12.8 cents per 6-ounce can, down 1.3 cents from January-March 1957 (tables 7 and 8).

The quantity of single-strength orangeade purchased in the first quarter of 1958 was the same as in the corresponding quarter the year before. There was a rather large relative increase in purchases in the North Central and Mountain-Southwestern regions, but those gains were counterbalanced by a

decline in purchases in the other regions. Similarly, a substantial increase in purchases in regional chainstores was offset by reduced buying in other types of retail outlets. Per capita purchases, which averaged 3.5 ounces for the quarter, ranged from 1.2 ounces in the Northeast to 5.7 ounces in the Mountain-Southwest. An average of 28.1 cents was paid for a 46-ounce can of orangeade in January-March 1958, slightly more than a year earlier (table 9).

Home purchases of shelf-pack orangeade concentrate in the first quarter of 1958 were up 24 percent from the corresponding months the year before. Most of the gain occurred in the North Central region which accounted for around two-thirds of the total volume of purchases. Gains also were reported for the Mountain-Southwestern and Pacific regions. In the other 2 regions purchases continued to be too small for analysis. Buying of this product increased substantially over a year earlier in both national and regional chainstores in contrast to a 10-percent decline in independent outlets. Consumers paid about 17.2 cents for a 6-ounce can of shelf-pack orangeade, slightly more than in January-March 1957 (table 10).

Household purchases of frozen single-strength lemon juice, shelf-pack lemonade, and frozen concentrated orangeade continued to be too small to permit analysis.

Canned juices and fruit: Purchases of canned single-strength juices in January-March 1958 were up 14 percent from the corresponding period a year earlier. ^{1/} Regional gains ranged from 6 percent in the Pacific to 30 percent in the South. Per capita purchases averaged 1.6 cans (46-ounce) for the quarter, varying from a low of 1.1 cans in the South to a high of 2.2 cans in the Northeast. The volume of single-strength juice purchased in national chainstores was up about 25 percent, 2 and 3 times, respectively, the gain in regional chain and independent outlets (tables 20 and 22).

Purchases of canned single-strength orange juice were up 54 percent from the first quarter of 1957, to the highest level since early 1953. Substantial gains were reported for all regions. The product secured a 17-percent share of the single-strength juice market in the first quarter of 1958, compared to a 12-percent share a year earlier. On an equivalent basis, increased purchases of canned orange juice offset about 70 percent of the loss in purchases of frozen concentrated orange juice; in the Southern and North Central regions, the gains more than counterbalanced the decline in purchases of the concentrate. Purchases of single-strength orange juice increased over January-March 1957 in all types of retail outlets, with gains ranging from 36 percent in independent to 91 percent in national chainstores. Per capita purchases ranged from 7 ounces for the quarter in the Pacific to 16 ounces in the South, averaging about 12 ounces nationally. A year earlier the per person rate of buying nationally amounted to about 8 ounces.

^{1/} Canned single-strength juices are reported in equivalent cases of 24 No. 2 cans.

An average of 31.8 cents was paid in the first quarter of 1958 for a 46-ounce can of single-strength orange juice, 2.7 cents less than a year earlier. By regions, prices ranged from about 31 cents in the South to 37 cents in the Pacific; and by type of outlet, from 29 cents in national chains, to 34 cents in independents (tables 11 and 12).

Consumers purchased single-strength grapefruit juice in January-March 1958 in about the same quantity and at the same price--28 cents per 46-ounce can--as a year earlier. Purchases in the Northeast were up moderately in contrast to declines in the Mountain-Southwest and Pacific regions. And there was a moderate increase in purchases in regional and national chainstores, as opposed to an 18 percent drop in independent outlets. Per capita purchases for the quarter ranged from 7 ounces in the South to 10 ounces in the Mountain-Southwest, averaging about 7 ounces for the Nation (tables 14 and 15).

Moderately more canned single-strength lemon juice was purchased by householders in the first quarter of 1958 than a year earlier. Quantities were up in the Northeast and Pacific, but much of that gain was balanced off by reduced buying in the North Central region. In the South and Mountain-Southwest purchases continued to be too few to permit analysis. Consumers paid an average of 10.8 cents for a 5 1/2-6-ounce can of lemon juice, 1.6 cents less than in January-March 1957 (table 16).

Household purchases of prune juice at 2.2 million cases in January-March 1958 were down moderately from the level of the same quarter a year earlier. Purchases increased in the South and Pacific, but the gains were more than offset by a lower level of buying in other regions. Likewise, while purchases increased over a year earlier in independent outlets, the gains were nullified by reduced buying in chainstores. The per capita purchase of prune juice ranged from 3.2 ounces for the quarter in the North Central and Southern regions to 10.6 ounces in the Northeast, averaging 5.6 ounces nationally. In January-March 1957 the average per capita purchase was about 6 ounces.

Consumers paid an average of 33.4 cents in the first quarter of 1958 for a quart of prune juice, an increase of 0.5 cent over a year earlier and the highest yet reported in this series, begun in 1949. Regionally, prices ranged from about 31 cents in the Northeast to 37 cents in the Mountain-Southwest (table 17).

Householders purchased tomato juice in about the same quantity and at about the same price in the first quarter of 1958 as in the corresponding quarter a year earlier. Purchases in the Mountain-Southwest and South, however, were up 8 and 16 percent, respectively, to the highest levels reported for several years, while moderate declines were reported for the Pacific and North Central regions. The per person rate of buying ranged from 10 ounces in the South to 24 ounces in the Pacific, with the national average about 16 ounces for the quarter (table 18).

Purchases of canned single-strength juices not individually reported were up 18 percent from the first quarter of 1957. Buying increased in all regions, with gains ranging from around 9 percent in the Northeast and Pacific to nearly 42 percent in the South. Quarterly purchases per person averaged about 32 ounces, 4 ounces more than a year earlier, and roughly twice the average for tomato juice, three times that for orange juice, and 5 times that for grapefruit juice. Prices paid for "other" single-strength juices averaged 31.5 cents per 46-ounce can, a slight advance over the first quarter of 1957 (table 19).

Home purchases of canned grapefruit sections, at 872,000 cases (480 ounces per case), were slightly greater than in January-March of the preceding year. Buying increased sharply in the Northeast, and that region accounted for 43 percent of first quarter purchases, compared with a 35-percent share a year earlier. Buying was also up in the South, but in other regions the volume dropped from 10 to 18 percent. The per capita rate of purchase averaged 2.5 ounces nationally, with a range of from 1 ounce in the South to 3.9 ounces in the Northeast. Consumers paid an average of 19.2 cents for a No. 303 can of grapefruit sections in January-March 1958, an increase of 0.9 cent over a year earlier and the highest yet reported (table 21).

Fresh fruit: Household purchases of fresh oranges in January-March 1958 dropped 12 percent or 1.1 million boxes from the corresponding period of the year before. Buying was down in all regions, with volumes off from 5 percent in the Mountain-Southwest to 15 percent in the North Central. Per capita purchases averaged 10 oranges in the quarter, compared with 11.5 a year earlier. Prices paid for oranges averaged 52.7 cents per dozen in January-March 1958, nearly 10 cents more than a year earlier and the highest reported in this series, begun in 1949 (tables 23-27).

Buying of California-Arizona oranges fell 6 percent from the level of January-March 1957. Purchases were down in regions other than the Northeast, where a 10-percent gain was recorded. Prices paid for California-Arizona oranges were up nearly 16 cents from the first quarter of 1957 to a record 67.2 cents per dozen. Prices by regions varied from 55 cents per dozen in the South to 80 cents in the Northeast.

Purchases of Florida oranges dropped 25 percent from the level of the corresponding quarter a year earlier. Substantial declines were reported for each of the three regions--Northeast, North Central and South--that comprise the principal market area for Florida oranges. Consumers paid about 43.7 cents a dozen for Florida oranges, 5.8 cents more than in the first quarter of 1957. Prices ranged from about 37 cents per dozen in the South to 49 cents in the Northeast.

Purchases of Texas oranges in the first quarter of 1958 were up about 24 percent from January-March 1957 to highest level reported in this series, which was begun in 1952. Prices paid for these oranges averaged 34.1 cents a

dozen, about 6 cents more than a year earlier. Purchases of oranges not identified by area of production held at about the volume of a year earlier, with an advance of about 7 cents per dozen in prices paid.

Purchases of fresh grapefruit for home use dropped about 4 percent or 300,000 boxes from January-March 1957, with moderate decreases in the Northeast, North Central, and Mountain-Southwestern regions canceling gains in the South and Pacific. Per capita purchases, averaging 3.1 grapefruit nationally, varied from 1.7 in the South to 3.9 in the North Central and Pacific. Buying of grapefruit declined moderately in the 3 major types of retail outlets, in contrast to a 17-percent increase in "other" outlets, where 11 percent of total purchases were made. An average of 88.1 cents was paid for a dozen grapefruit in January-March 1958, 10 cents more than a year earlier. Prices ranged from about 76 cents a dozen in the Pacific to \$1.10 in the Northeast (tables 28-32).

Purchases of California-Arizona grapefruit in January-March 1958 were up about 18 percent, with the gain largely confined to the Pacific, the principal market area. Consumers paid about 71 cents per dozen for California-Arizona grapefruit, 5 cents more than in the first quarter of 1957.

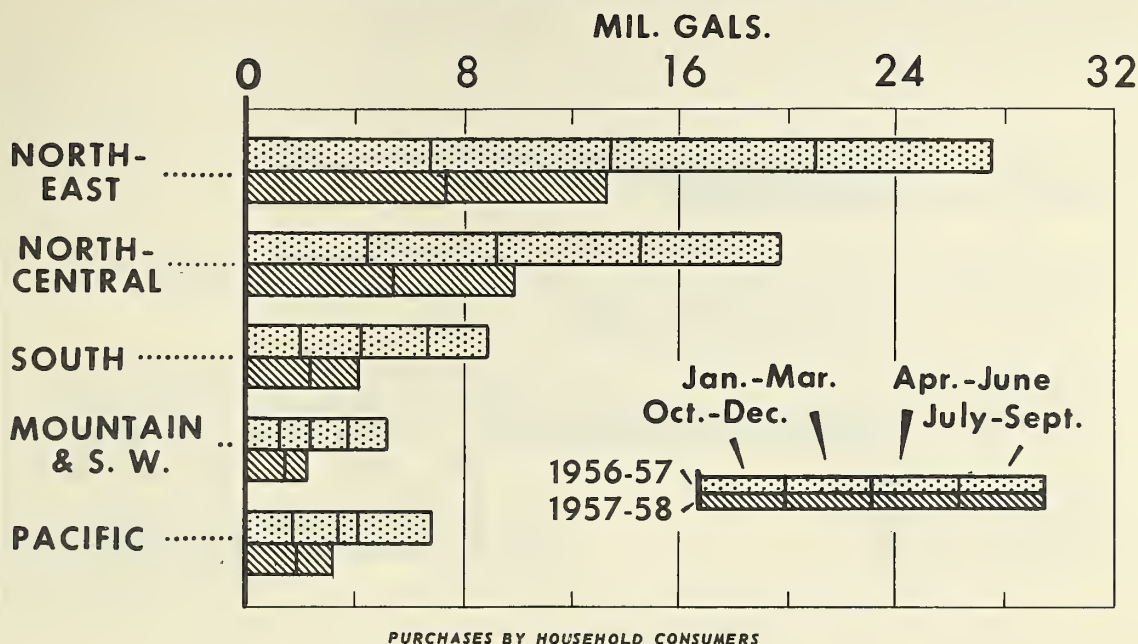
Purchases of Florida grapefruit in the first quarter of 1958 were down 17 percent from the level of the corresponding quarter a year earlier. Purchases held steady in the South, but declines of 10 to 72 percent were reported for other regions. Consumers paid about 99 cents for a dozen Florida grapefruit; 14 cents more than a year earlier.

Home buying of Texas grapefruit in the first quarter of 1958 was at the highest level reported for any quarter in this series, which was begun in 1952. An average of 77.6 cents per dozen was paid for these grapefruit, an advance of 12.6 cents over a year earlier. Purchases of unidentified grapefruit increased about 19 percent, with the principal gain reported in the North Central region. About 90 cents was paid for a dozen unidentified grapefruit compared with 82 cents in January-March 1957.

Household buying of fresh lemons in the first quarter of 1958--814,000 boxes--reflected an 11-percent gain over the corresponding months of 1957. Purchases were up from 9 to 24 percent in regions other than the Northeast, where the volume remained about the same. Quarterly per capita purchases varied from 1.2 lemons in the North Central to 2.3 in the South, averaging about 1.6 lemons nationally. An average of 47 cents was paid for a dozen lemons, 1.2 cents less than a year earlier. Prices ranged from about 39 cents in the South to 57 cents in the Northeast (tables 33 and 34).

Householders purchased 417,000 boxes of tangerines in the first quarter of 1958, compared with 1.3 million boxes in the same quarter a year earlier. Purchases for the season through March totaled 1.8 million boxes, only about 57 percent of the quantity purchased in the corresponding period of 1956-57. Prices paid for tangerines averaged 46.3 cents a dozen, 13 cents more than in January-March 1957 (tables 35 and 36).

FROZEN CONCENTRATED ORANGE JUICE PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

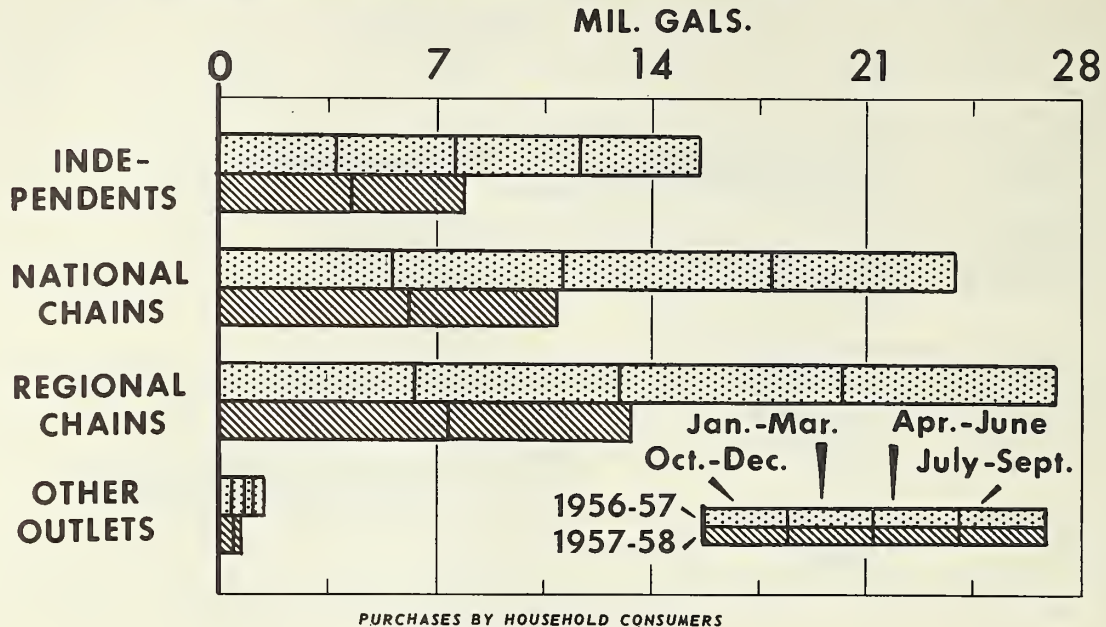
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Figure 1

Table 1.--Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

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WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE



U. S. DEPARTMENT OF AGRICULTURE

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Figure 2

Table 2.--Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries			outlets	groceries			outlets	groceries			outlets
				1/				1/				1/
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
	gallons	gallons	gallons	gallons								
1956-57:												
October-December.....	3,756	5,532	6,275	15,911	18.1	16.1	16.4	16.8	17.8	22.0	20.8	20.4
January-March.....	3,852	5,529	6,724	16,522	17.4	15.4	15.6	16.1	18.3	22.8	22.0	21.3
April-June.....	4,095	6,842	7,253	18,495	15.8	13.3	13.8	14.2	19.8	25.6	23.3	23.0
July-September.....	3,909	6,049	6,967	17,255	16.0	13.4	13.8	14.3	18.5	24.4	22.7	22.0
Total.....	15,612	23,952	27,219	68,183								
1957-58:												
October-December.....	4,290	6,134	7,340	18,198	16.9	14.7	15.0	15.5	18.6	24.2	22.4	21.8
January-March.....	3,575	4,743	5,934	14,555	21.7	19.4	19.7	20.1	16.3	20.5	19.3	18.8
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

Table 3.--Frozen concentrated grapefruit juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet ^{1/}		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:									
October-December.....	250	92	67	2/	2/	43	71	86	88
January-March.....	272	121	52	2/	2/	56	62	104	84
April-June.....	229	112	55	2/	2/	2/	71	80	78
July-September.....	191	73	2/	2/	2/	2/	56	2/	74
Total.....	942	398	228	94	73	149	260	311	324
1957-58:									
October-December.....	217	81	2/	2/	2/	2/	59	64	78
January-March.....	235	65	87	2/	2/	2/	53	86	86
April-June.....									
July-September.....									
Total.....									
Average price per 6-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	14.3	14.3	15.1	2/	2/	13.7	15.9	13.1	14.5
January-March.....	14.1	14.0	14.9	2/	2/	13.9	15.7	13.4	14.5
April-June.....	14.8	14.3	16.1	2/	2/	2/	15.8	13.8	14.9
July-September.....	14.7	14.5	2/	2/	2/	2/	15.9	2/	14.2
1957-58:									
October-December.....	15.3	14.3	2/	2/	2/	2/	17.9	15.3	14.1
January-March.....	17.2	17.9	16.6	2/	2/	2/	18.4	16.8	16.5
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	14.1	12.6	15.3	2/	2/	15.2	13.0	14.2	13.6
January-March.....	15.9	16.9	13.7	2/	2/	17.8	11.7	17.1	14.7
April-June.....	15.0	16.0	14.5	2/	2/	2/	17.1	15.3	13.1
July-September.....	13.8	14.3	2/	2/	2/	2/	12.6	2/	12.1
1957-58:									
October-December.....	15.6	17.4	2/	2/	2/	2/	12.6	14.1	16.5
January-March.....	14.3	11.8	17.7	2/	2/	2/	14.2	12.5	14.3
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1956-57:									
October-December.....	1.5	2.1	1.4	2/	2/	2/	2.6		
January-March.....	1.7	2.7	1.1	2/	2/	2/	3.3		
April-June.....	1.4	2.5	1.2	2/	2/	2/	2/		
July-September.....	1.1	1.6	2/	2/	2/	2/	2/		
1957-58:									
October-December.....	1.3	1.8	2/	2/	2/	2/	2/		
January-March.....	1.4	1.4	1.8	2/	2/	2/	2/		
April-June.....									
July-September.....									

^{1/} Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.
^{2/} Too few purchases reported for analysis.

Table 4.--Other frozen concentrated juices: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains	Other outlets ^{1/}
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:										
October-December.....	1,381	551	393	158	105	174	345	412	552	72
January-March.....	1,696	679	549	153	133	182	440	487	646	123
April-June.....	1,737	788	479	178	115	177	398	518	718	103
July-September.....	1,853	875	493	190	137	158	396	602	734	121
Total.....	6,667	2,893	1,914	679	490	691	1,579	2,019	2,650	419
1957-58:										
October-December.....	1,817	888	485	139	115	190	382	529	795	111
January-March.....	2,444	1,119	716	227	179	203	541	767	1,047	89
April-June.....										
July-September.....										
Total.....										
Average price per 6 ounce can										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December.....	18.2	17.3	18.8	19.4	18.1	18.4	19.6	17.5	18.3	16.0
January-March.....	18.0	17.6	18.3	19.3	17.3	18.1	19.3	17.5	17.7	17.4
April-June.....	18.1	17.8	18.7	18.3	18.8	17.5	19.4	17.8	17.6	17.9
July-September.....	18.1	17.7	18.3	19.0	19.1	17.7	19.3	17.7	17.7	18.5
1957-58:										
October-December.....	18.2	17.8	18.4	19.9	19.1	17.6	19.5	17.7	17.9	17.4
January-March.....	18.7	18.0	19.3	19.2	19.8	18.3	20.1	18.1	18.4	18.3
April-June.....										
July-September.....										
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	13.3	14.3	13.0	12.9	12.4	12.7	13.1	12.6	12.3	42.9
January-March.....	14.0	14.0	14.5	13.8	14.1	13.1	14.0	13.3	12.5	41.0
April-June.....	13.4	14.0	13.6	13.3	11.8	12.8	12.1	13.5	13.2	27.2
July-September.....	13.5	14.1	13.9	13.8	11.9	12.2	11.9	13.7	12.8	30.3
1957-58:										
October-December.....	13.6	15.0	13.6	11.4	10.6	13.8	12.8	12.8	13.5	28.0
January-March.....	13.8	14.8	13.6	14.6	11.6	12.8	13.2	13.6	14.0	16.2
April-June.....										
July-September.....										
Purchases per 1,000 capita										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1956-57:										
October-December.....	8.5	12.3	8.5	4.1	6.3	10.4				
January-March.....	10.3	15.1	11.7	3.9	7.9	10.8				
April-June.....	10.5	17.6	10.1	4.6	6.7	10.4				
July-September.....	11.2	19.3	10.5	4.8	7.9	9.3				
1957-58:										
October-December.....	10.9	19.3	10.4	3.5	6.8	11.2				
January-March.....	14.6	24.3	15.3	5.7	10.4	11.9				
April-June.....										
July-September.....										

^{1/} Includes all other outlets such as delicatessens, department stores, roadside markets and fruit stands.

Table 5.--Total frozen concentrated juices: Consumer purchases, average size of purchase and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains	Other outlets ^{1/}
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:										
October-December.....	17,542	7,436	4,831	2,125	1,280	1,870	4,172	6,030	6,915	425
January-March.....	18,490	7,457	5,366	2,369	1,387	1,911	4,354	6,120	7,454	562
April-June.....	20,461	8,360	5,963	2,700	1,473	1,965	4,564	7,440	8,049	408
July-September.....	19,299	7,660	5,780	2,446	1,540	1,873	4,361	6,692	7,775	471
Total.....	75,792	30,913	21,940	9,640	5,680	7,619	17,451	26,282	30,193	1,866
1957-58:										
October-December.....	20,232	8,319	5,939	2,471	1,455	2,048	4,731	6,727	8,213	561
January-March.....	17,234	7,094	5,270	2,065	1,240	1,565	4,169	5,596	7,067	402
April-June.....										
July-September.....										
Total.....										
	Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	19.4	19.7	19.4	19.4	17.9	19.6	17.1	20.7	19.6	29.9
January-March.....	20.2	20.0	20.7	20.2	18.8	20.5	17.6	21.4	20.5	34.5
April-June.....	21.5	21.7	21.9	22.5	19.4	21.1	18.7	23.9	21.7	24.5
July-September.....	20.6	20.3	21.7	21.0	18.6	20.5	17.6	22.6	21.0	26.8
1957-58:										
October-December.....	20.6	21.1	21.9	19.9	17.8	20.3	17.9	22.5	21.0	26.6
January-March.....	17.8	17.8	18.7	18.2	15.8	17.4	15.8	19.0	18.2	23.7
April-June.....										
July-September.....										
	Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1956-57:										
October-December.....	107.6	166.3	104.2	54.9	77.2	112.3				
January-March.....	112.6	165.8	114.4	61.2	82.5	113.3				
April-June.....	123.8	186.3	126.5	68.8	86.3	116.1				
July-September.....	116.3	169.3	122.7	62.4	88.5	110.0				
1957-58:										
October-December.....	121.6	181.2	126.9	62.4	85.3	120.3				
January-March.....	103.2	154.0	112.2	52.1	71.9	91.8				
April-June.....										
July-September.....										

^{1/} Includes all other outlets such as delicatessens, department stores, dairies, roadside markets, etc.

Table 6.--Chilled orange juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains	Other outlets 1/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:										
October-December.....	4,398	2,332	1,256	516	146	148	1,288	329	753	2,028
January-March.....	5,570	3,319	1,318	679	146	108	1,346	584	964	2,676
April-June.....	6,217	3,795	1,317	773	140	192	1,356	551	1,280	3,030
July-September.....	5,162	3,242	865	814	106	135	1,487	320	814	2,541
Total.....	21,347	12,688	4,756	2,782	538	583	5,477	1,784	3,811	10,275
1957-58:										
October-December.....	5,958	3,771	1,054	809	112	212	1,695	470	1,082	2,711
January-March.....	7,195	4,515	1,518	821	111	230	2,067	564	1,216	3,348
April-June.....										
July-September.....										
Total.....										
Average price per equivalent quart										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December.....	36.5	36.2	36.5	35.2	32.4	45.8	35.8	31.4	35.2	38.0
January-March.....	35.3	34.1	36.1	35.5	35.1	45.3	35.1	28.2	32.8	37.6
April-June.....	35.2	33.9	36.6	35.2	34.6	42.7	35.1	27.7	32.5	37.4
July-September.....	35.3	34.4	36.0	34.8	33.5	46.6	34.8	27.6	33.3	37.0
1957-58:										
October-December.....	35.9	34.6	36.8	35.2	36.1	46.9	34.8	32.9	34.4	37.7
January-March.....	36.8	35.5	38.2	36.3	35.6	45.6	35.8	34.1	34.3	38.5
April-June.....										
July-September.....										
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	37.8	38.0	39.8	38.8	35.8	29.6	36.3	45.9	37.0	38.0
January-March.....	38.5	39.0	39.9	38.6	37.3	29.1	35.5	43.6	39.6	38.9
April-June.....	39.8	40.3	40.0	39.6	40.6	35.0	36.9	41.6	39.0	41.3
July-September.....	39.9	40.2	40.7	41.8	34.8	30.4	42.0	41.6	36.1	39.6
1957-58:										
October-December.....	39.3	40.3	38.5	40.9	33.9	33.4	42.1	40.7	35.1	39.0
January-March.....	38.0	38.9	36.7	39.6	32.5	33.9	40.0	37.6	37.8	37.0
April-June.....										
July-September.....										
Purchases per 1,000 capita										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1956-57:										
October-December.....	27.0	52.2	27.1	13.3	8.8	8.9				
January-March.....	33.9	73.8	28.1	17.5	8.7	6.4				
April-June.....	37.6	84.6	27.9	19.7	8.2	11.3				
July-September.....	31.1	71.7	18.4	20.8	6.1	7.9				
1957-58:										
October-December.....	35.8	82.1	22.5	20.4	6.6	12.5				
January-March.....	43.1	98.0	32.3	20.7	6.4	13.5				
April-June.....										
July-September.....										

1/ Includes all other outlets such as delicatessens, department stores, roadside markets and fruit stands.

Table 7.--Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:												
October-December.....	718	180	203	71	92	172	13.8	14.9	13.4	14.8	15.4	12.5
January-March.....	664	160	201	62	104	137	14.1	15.1	13.8	14.8	15.9	12.2
April-June.....	4,015	1,615	1,082	349	376	593	11.4	11.5	11.6	11.9	11.9	10.4
July-September.....	6,367	2,033	2,085	608	612	1,029	11.0	11.4	11.1	11.5	11.5	9.9
Total.....	11,764	3,988	3,571	1,090	1,184	1,931						
1957-58:												
October-December.....	891	311	206	83	98	193	12.0	12.1	12.3	12.5	12.9	11.2
January-March.....	657	218	124	64	102	149	12.8	13.3	13.1	12.9	13.4	11.8
April-June.....												
July-September.....												
Total.....												
	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1956-57:												
October-December.....	15.3	14.6	18.5	15.9	12.7	15.2	4.4	4.0	4.4	1.8	5.5	10.3
January-March.....	16.1	15.0	18.6	14.0	13.6	17.6	4.0	3.6	4.3	1.6	6.2	8.1
April-June.....	21.9	22.4	21.7	20.4	20.4	22.8	24.3	36.0	23.0	8.9	22.0	35.0
July-September.....	22.9	21.4	23.1	22.6	21.7	25.4	38.4	44.9	44.3	15.5	35.2	60.5
1957-58:												
October-December.....	18.4	18.1	19.9	16.5	16.5	19.7	5.4	6.8	4.4	2.1	5.7	11.3
January-March.....	16.0	16.9	14.2	16.4	14.6	17.2	3.9	4.7	2.6	1.6	5.9	8.7
April-June.....												
July-September.....												

Table 8.--Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets 1/	Independent groceries	National chains	Regional chains	All retail outlets 1/	Independent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1956-57:												
October-December.....	146	250	282	718	15.5	13.6	13.1	13.8	13.8	16.3	14.9	15.3
January-March.....	173	181	271	664	15.7	13.5	13.2	14.1	14.9	14.9	16.7	16.1
April-June.....	928	1,234	1,785	4,015	12.6	11.0	10.9	11.4	19.7	22.7	22.5	21.9
July-September.....	1,436	1,989	2,834	6,367	12.0	10.7	10.5	11.0	20.2	23.5	24.2	22.9
Total.....	2,683	3,654	5,172	11,764								
1957-58:												
October-December.....	178	255	401	891	14.1	11.5	11.2	12.0	15.5	18.9	19.3	18.4
January-March.....	146	180	313	657	14.6	12.3	12.0	12.8	13.2	15.7	18.0	16.0
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

Table 9.--Canned single-strength orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1956-57:									
October-December.....	1,428	185	535	378	179	151	534	323	561
January-March.....	1,353	204	481	331	190	147	586	255	489
April-June.....	1,828	235	622	431	296	244	746	425	629
July-September.....	1,854	237	600	490	273	254	734	437	660
Total.....	6,463	861	2,238	1,630	938	796	2,600	1,440	2,339
1957-58:									
October-December.....	1,514	158	547	440	204	165	542	291	656
January-March.....	1,353	130	558	295	230	140	466	242	620
April-June.....									
July-September.....									
Total.....									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	27.4	28.7	27.0	28.1	27.1	26.6	27.7	27.7	26.8
January-March.....	27.5	27.6	27.0	28.0	27.6	27.8	27.4	27.9	27.5
April-June.....	26.9	27.6	26.4	27.3	27.3	26.4	27.0	27.3	26.6
July-September.....	27.1	27.9	27.1	28.1	26.5	26.2	27.3	27.1	27.0
1957-58:									
October-December.....	27.8	28.1	27.8	28.0	27.6	27.5	27.7	28.4	27.5
January-March.....	28.1	28.9	27.7	28.7	28.1	28.3	27.9	28.5	28.3
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	71.4	63.9	78.9	68.4	63.9	74.7	71.7	65.9	75.0
January-March.....	71.1	67.1	76.2	68.7	67.8	71.8	74.0	64.1	71.8
April-June.....	76.1	65.8	79.7	67.8	74.2	93.0	78.6	75.5	74.0
July-September.....	76.2	62.9	78.6	68.9	75.6	94.6	76.6	77.8	74.2
1957-58:									
October-December.....	72.0	65.8	69.6	72.4	67.2	86.4	74.0	68.3	72.8
January-March.....	71.5	55.8	76.0	65.0	74.1	74.9	77.8	62.0	70.9
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1956-57:									
October-December.....	8.8	4.1	11.5	9.8	10.8	9.1			
January-March.....	8.2	4.5	10.3	8.5	11.3	8.7			
April-June.....	11.1	5.2	13.2	11.0	17.3	14.4			
July-September.....	11.2	5.2	12.7	12.5	15.7	14.9			
1957-58:									
October-December.....	9.1	3.4	11.7	11.1	12.0	9.7			
January-March.....	8.1	2.8	11.9	7.4	13.3	8.2			
April-June.....									
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 10.--Concentrated shelf-pack orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

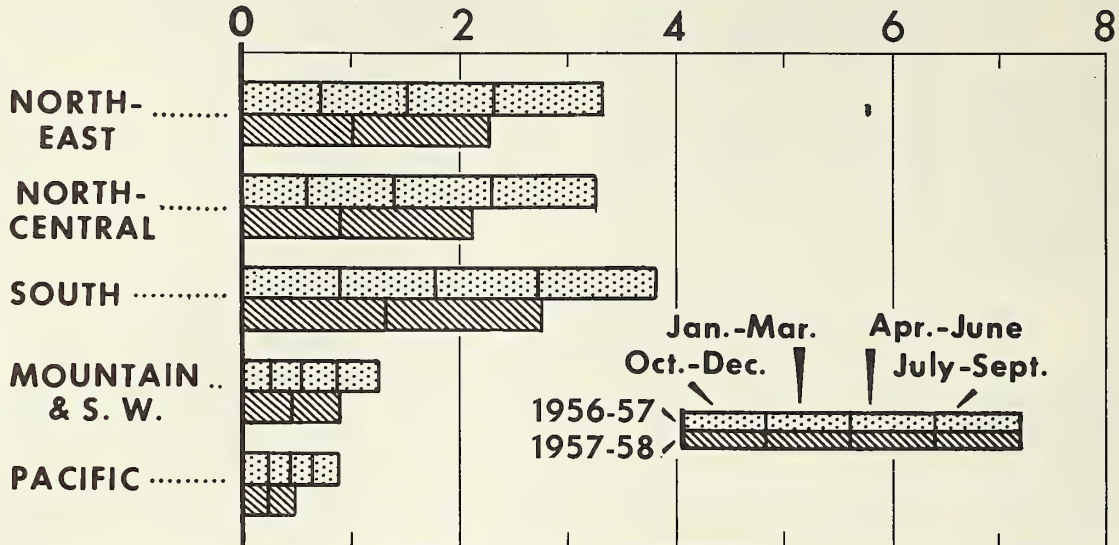
Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:									
October-December.....	304	2/	181	2/	44	40	151	71	81
January-March.....	272	2/	174	2/	38	38	130	52	83
April-June.....	344	2/	182	2/	49	59	156	57	125
July-September.....	357	2/	210	2/	58	38	130	83	139
Total.....	1,277	140	747	26	189	175	567	263	428
1957-58:									
October-December.....	342	2/	216	2/	43	45	140	66	133
January-March.....	336	2/	206	2/	47	43	117	74	139
April-June.....									
July-September.....									
Total.....									
Average price per 6-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	17.0	2/	17.2	2/	16.7	17.0	17.3	16.4	17.1
January-March.....	16.9	2/	17.1	2/	16.3	17.1	17.3	16.5	16.8
April-June.....	17.1	2/	17.0	2/	17.0	17.6	17.7	16.5	16.7
July-September.....	16.8	2/	17.0	2/	16.7	16.9	16.9	16.4	16.9
1957-58:									
October-December.....	17.2	2/	17.4	2/	17.0	17.3	17.3	16.6	17.5
January-March.....	17.2	2/	17.4	2/	16.8	17.0	17.4	16.4	17.4
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	15.8	2/	17.5	2/	15.9	14.8	18.5	14.6	13.1
January-March.....	16.5	2/	16.9	2/	18.6	14.7	18.4	19.0	13.2
April-June.....	17.0	2/	18.5	2/	17.2	14.8	18.0	17.1	16.0
July-September.....	17.3	2/	19.9	2/	18.4	12.5	17.8	16.5	17.4
1957-58:									
October-December.....	17.4	2/	20.3	2/	15.6	15.0	17.4	17.3	17.7
January-March.....	17.0	2/	18.1	2/	17.6	15.9	15.2	17.0	18.7
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons			
1956-57:									
October-December.....	1.9	2/	3.9	2/	2.7	2.4			
January-March.....	1.7	2/	3.7	2/	2.3	2.3			
April-June.....	2.1	2/	3.9	2/	2.9	3.5			
July-September.....	2.2	2/	4.5	2/	3.3	2.2			
1957-58:									
October-December.....	2.1	2/	4.6	2/	2.5	2.6			
January-March.....	2.0	2/	4.4	2/	2.7	2.5			
April-June.....									
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Too few purchases reported for analysis.

CANNED ORANGE JUICE PURCHASES BY REGIONS

MIL. CASES*



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4877-58 (5) AGRICULTURAL MARKETING SERVICE

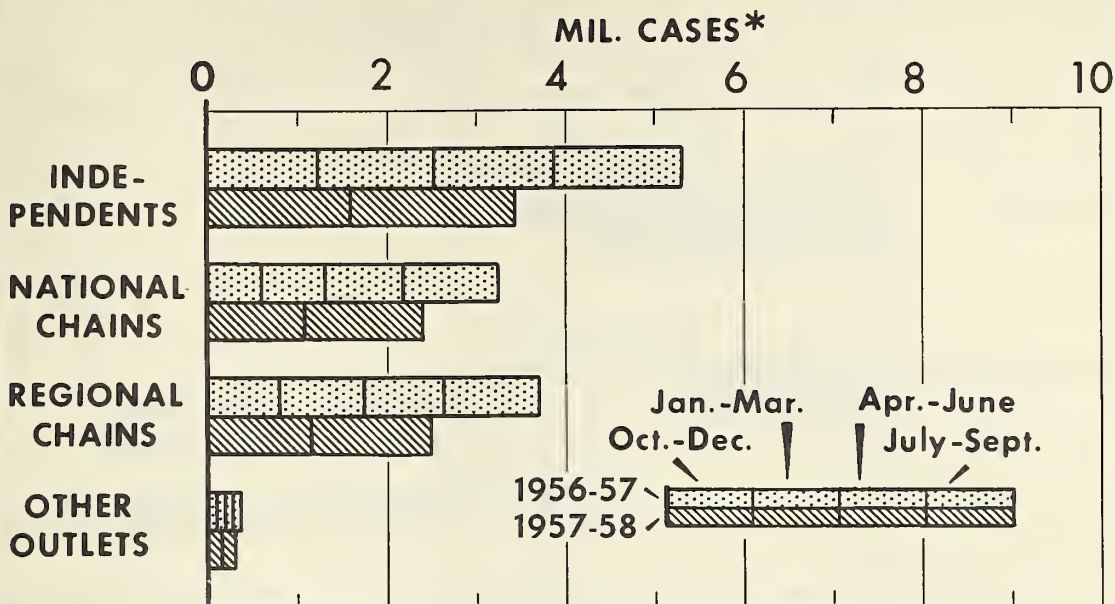
Figure 3

Table 11.-Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain Southwest	Pacific	United States	North-east	North Central	South	Mountain Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:												
October-December.....	2,631	714	590	848	253	226	36.4	35.8	37.2	34.7	38.7	39.6
January-March.....	3,032	799	808	937	285	203	34.5	34.1	34.5	33.1	36.3	39.3
April-June.....	3,186	822	907	945	316	196	32.8	31.5	32.2	32.3	35.4	37.1
July-September.....	3,673	992	953	1,079	391	258	30.5	29.1	29.9	29.9	32.8	35.4
Total	12,522	3,327	3,258	3,809	1,245	883						
1957-58:												
October-December.....	3,885	1,012	898	1,314	436	225	30.8	29.4	29.9	30.4	32.6	36.7
January-March.....	4,663	1,281	1,231	1,428	452	271	31.8	31.3	31.4	30.8	33.2	37.3
April-June.....												
July-September.....												
Total.....												
	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1956-57:												
October-December.....	52.0	55.8	52.8	52.5	46.7	47.8	16.1	15.9	12.7	21.9	15.3	13.6
January-March.....	54.8	58.3	56.0	55.2	50.9	47.6	18.4	17.8	17.2	24.2	17.0	12.0
April-June.....	56.6	63.4	55.6	55.6	53.0	52.9	19.3	18.3	19.2	24.1	18.5	11.6
July-September.....	58.4	63.8	60.4	56.1	54.9	55.7	22.1	21.9	20.2	27.6	22.5	15.2
1957-58:												
October-December.....	58.9	64.8	58.4	58.5	56.9	52.3	23.4	22.0	19.2	33.2	25.5	13.2
January-March.....	59.8	66.9	58.5	59.8	56.7	53.6	27.9	27.8	26.2	36.0	26.2	15.9
April-June.....												
July-September.....												

1/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

WHERE CONSUMERS BUY CANNED ORANGE JUICE



* EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4878-58 (5) AGRICULTURAL MARKETING SERVICE

Figure 4

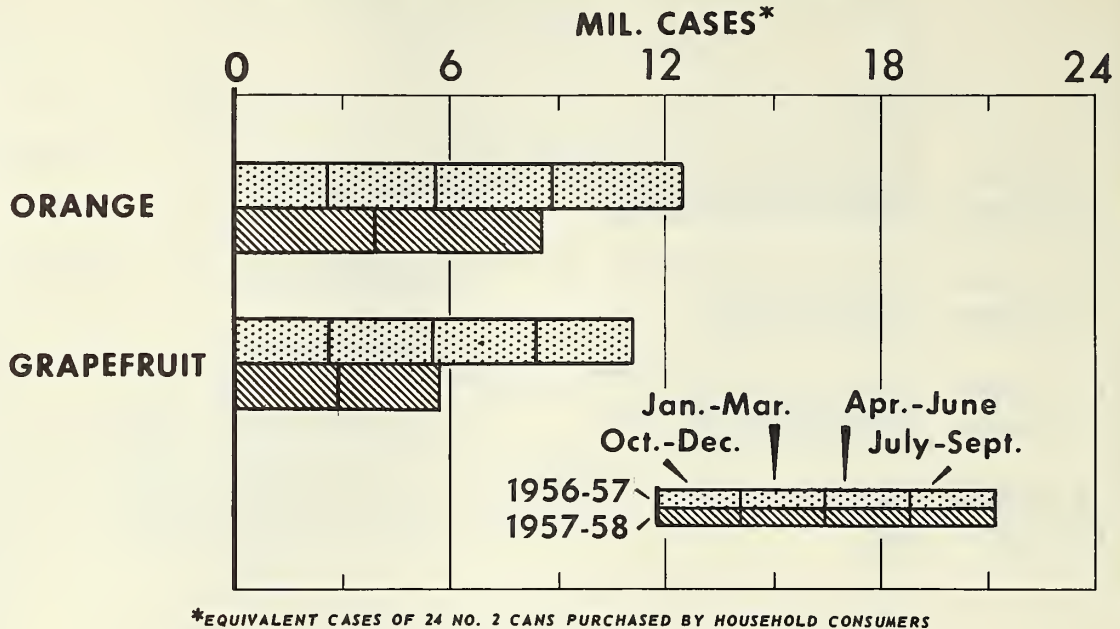
Table 12--Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1956-57:												
October-December.....	1,189	570	797	2,631	37.6	34.7	35.6	36.4	50.6	56.7	51.7	52.0
January-March.....	1,347	698	904	3,032	35.9	32.6	33.6	34.5	54.3	60.7	52.1	54.3
April-June.....	1,325	873	910	3,186	34.8	30.0	32.1	32.8	54.9	61.4	55.5	56.6
July-September.....	1,422	1,067	1,095	3,673	32.5	27.3	30.2	30.5	56.8	64.1	56.2	58.4
Total.....	5,283	3,208	3,706	12,522								
1957-58:												
October-December.....	1,595	1,049	1,113	3,885	33.1	27.9	29.4	30.8	57.0	65.9	58.2	58.9
January-March.....	1,837	1,336	1,362	4,663	33.6	29.2	31.2	31.8	57.8	68.2	58.5	59.8
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

CONSUMER PURCHASES OF CANNED CITRUS JUICES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4879-58 (5) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 13.--Canned citrus juices: Consumer purchases by quarters, October-December 1956 to date

Period	Canned Orange juice		Canned Grapefruit juice	
	1957-58	1956-57	1957-58	1956-57
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/
October-December.....	3,885	2,631	2,814	2,663
January-March.....	4,663	3,032	2,825	2,852
April-June.....		3,186		3,030
July-September.....		3,673		2,627
Total.....		12,522		11,172

1/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 14.--Canned single-strength grapefruit juice: Consumer purchases average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:												
October-December.....	2,663	692	761	482	397	331	28.2	26.9	28.2	26.8	29.7	29.9
January-March.....	2,852	767	761	586	440	298	28.0	27.5	27.8	27.5	28.2	29.5
April-June.....	3,030	888	733	703	373	333	27.5	27.1	26.8	27.3	27.2	29.5
July-September.....	2,627	765	623	611	326	302	27.4	26.7	26.8	27.0	27.7	29.8
Total.....	11,172	3,112	2,878	2,382	1,536	1,264						
1957-58:												
October-December.....	2,814	742	627	749	328	368	27.5	26.6	27.3	26.6	28.3	29.7
January-March.....	2,825	806	749	597	406	267	28.0	26.9	27.8	27.7	28.3	30.3
April-June.....												
July-September.....												
Total.....												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1956-57:												
October-December.....	61.4	62.6	62.8	56.8	63.6	61.9	16.3	15.5	16.4	12.5	23.9	19.9
January-March.....	63.6	59.2	68.2	61.6	67.1	63.1	17.4	17.0	16.2	15.2	26.2	17.7
April-June.....	64.6	64.0	68.6	61.9	63.2	66.8	18.3	19.8	15.6	17.9	21.8	19.7
July-September.....	62.1	63.4	68.5	59.8	58.4	60.2	15.8	16.9	13.2	15.6	18.7	17.7
1957-58:												
October-December.....	64.0	69.3	65.2	63.6	60.2	61.7	16.9	16.2	13.4	18.9	19.2	21.6
January-March.....	62.6	63.2	66.5	60.3	65.4	56.0	16.9	17.5	15.9	15.1	23.5	15.7
April-June.....												
July-September.....												

1/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 15.--Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independent : groceries	National : chains	Regional : chains	All retail outlets : 1/	Independent : groceries	National : chains	Regional : chains	All retail outlets : 1/	Independent : groceries	National : chains	Regional : chains	All retail outlets : 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1956-57:												
October-December.....	981	802	854	2,663	29.9	26.6	27.5	28.2	56.0	68.0	64.2	61.4
January-March.....	1,053	887	870	2,852	29.7	26.3	27.3	28.0	59.3	74.5	61.4	63.6
April-June.....	1,060	965	966	3,030	29.4	25.5	26.8	27.5	60.1	73.5	63.7	64.6
July-September.....	861	892	842	2,627	28.8	26.2	26.9	27.4	55.2	71.9	63.3	62.1
Total.....	3,955	3,546	3,532	11,172								
1957-58:												
October-December.....	894	975	916	2,814	29.1	25.8	27.2	27.5	58.5	74.8	63.0	64.0
January-March.....	866	980	939	2,825	29.6	26.4	27.6	28.0	56.5	70.7	63.3	62.6
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 16.--Canned single-strength lemon juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1956-57:									
October-December.....	150	43	53	3/	14	28	51	35	61
January-March.....	142	46	53	3/	12	21	44	36	61
April-June.....	229	96	67	19	15	32	63	69	95
July-September.....	266	108	80	24	19	35	69	84	110
Total.....	787	293	253	65	60	116	227	224	327
1957-58:									
October-December.....	156	58	45	3/	13	28	53	43	59
January-March.....	148	53	45	3/	3/	26	40	43	64
April-June.....									
July-September.....									
Total.....									
Average price per 5½-6-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	12.1	12.9	12.9	3/	13.8	11.3	12.0	11.8	12.3
January-March.....	12.4	11.9	13.3	3/	16.2	11.2	13.0	11.7	11.9
April-June.....	10.8	10.6	11.1	12.8	11.5	10.5	11.4	10.3	10.5
July-September.....	10.4	10.7	10.8	10.0	11.5	9.7	10.5	10.5	10.2
1957-58:									
October-December.....	10.6	10.1	11.9	3/	13.3	9.8	11.2	9.6	9.9
January-March.....	10.8	11.3	11.2	3/	3/	9.7	12.3	9.7	10.3
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	14.9	15.6	20.3	3/	11.9	12.4	14.6	14.9	15.0
January-March.....	14.3	15.4	17.5	3/	10.3	12.7	13.9	13.9	14.9
April-June.....	15.0	16.8	16.9	13.1	11.3	13.0	14.0	15.7	15.4
July-September.....	16.3	16.7	20.1	14.6	13.7	13.7	15.0	16.8	17.0
1957-58:									
October-December.....	15.0	16.2	17.6	3/	11.8	13.3	15.2	14.4	15.3
January-March.....	14.8	15.2	16.4	3/	3/	13.5	14.4	14.8	15.0
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1956-57:									
October-December.....	0.9	1.0	1.1	3/	0.8	1.7			
January-March.....	.9	1.0	1.1	3/	.7	1.3			
April-June.....	1.4	2.1	1.4	0.5	.9	1.9			
July-September.....	1.6	2.4	1.7	.6	1.1	2.0			
1957-58:									
October-December.....	.9	1.3	1.0	3/	.8	1.6			
January-March.....	.9	1.1	1.0	3/	3/	1.5			
April-June.....									
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

3/ Too few purchases reported for analysis.

Table 17.--Canned single-strength prune juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1956-57:									
October-December.....	2,086	1,173	353	248	172	140	545	494	1,013
January-March.....	2,280	1,191	422	283	214	170	607	560	1,071
April-June.....	2,140	1,070	406	315	175	174	610	503	999
July-September.....	2,020	1,048	341	278	198	155	592	479	932
Total.....	8,526	4,482	1,522	1,124	759	639	2,354	2,036	4,015
1957-58:									
October-December.....	2,047	1,049	353	307	174	164	582	497	942
January-March.....	2,158	1,127	342	295	201	193	638	540	954
April-June.....									
July-September.....									
Total.....									
Average price per 32-ounce bottle									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	32.5	31.0	34.7	33.6	34.6	31.2	34.8	31.6	31.5
January-March.....	32.9	31.0	34.9	33.3	35.4	32.9	35.2	32.2	31.7
April-June.....	32.7	30.9	34.7	33.0	35.6	32.8	34.8	32.1	31.5
July-September.....	32.9	31.2	35.1	33.6	35.1	32.2	34.7	32.1	32.1
1957-58:									
October-December.....	33.1	31.1	35.5	34.2	35.3	32.6	35.1	32.2	32.2
January-March.....	33.4	31.1	35.5	34.6	36.6	32.8	35.4	32.1	32.5
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	39.4	40.0	38.7	34.5	41.3	44.0	36.0	38.7	42.3
January-March.....	39.9	40.2	38.7	37.0	45.2	39.6	36.4	39.4	43.0
April-June.....	40.2	40.5	40.3	38.6	43.8	38.6	36.3	37.9	45.5
July-September.....	40.5	40.1	40.0	37.2	46.8	41.7	37.1	39.3	44.4
1957-58:									
October-December.....	39.6	40.9	36.3	37.7	43.1	39.6	36.0	39.7	42.8
January-March.....	40.7	42.0	36.8	37.7	45.0	41.6	36.4	42.8	43.4
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1956-57:									
October-December.....	12.8	26.2	7.6	6.4	10.4	8.4			
January-March.....	13.9	26.5	9.0	7.3	12.7	10.1			
April-June.....	12.9	23.8	8.6	8.0	10.3	10.3			
July-September.....	12.2	23.2	7.2	7.1	11.4	9.1			
1957-58:									
October-December.....	12.3	22.8	7.5	7.8	10.2	9.6			
January-March.....	12.9	24.5	7.3	7.4	11.7	11.3			
April-June.....									
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 18.--Canned single-strength tomato juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1956-57:									
October-December.....	5,308	1,922	1,372	671	534	809	1,608	1,370	2,248
January-March.....	6,092	2,197	1,606	752	587	950	1,791	1,576	2,619
April-June.....	6,106	2,160	1,604	817	570	955	1,783	1,745	2,497
July-September.....	5,335	1,897	1,371	699	566	802	1,518	1,384	2,360
Total.....	22,841	8,176	5,953	2,939	2,257	3,516	6,700	6,075	9,724
1957-58:									
October-December.....	5,644	2,200	1,336	821	520	767	1,618	1,614	2,337
January-March.....	6,180	2,216	1,530	872	632	930	1,845	1,683	2,575
April-June.....									
July-September.....									
Total.....									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	27.8	29.3	28.7	30.1	29.6	22.9	29.2	27.1	27.0
January-March.....	27.5	29.0	28.1	30.0	29.1	23.1	29.0	26.7	26.8
April-June.....	26.6	28.1	26.7	28.5	28.9	22.8	28.6	25.4	25.8
July-September.....	26.6	28.2	26.7	28.4	28.4	22.7	27.9	26.0	25.9
1957-58:									
October-December.....	27.5	28.8	27.6	29.7	28.9	23.4	29.0	26.9	26.7
January-March.....	28.0	29.9	28.9	30.6	29.3	22.8	29.2	28.2	26.9
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	54.6	50.4	57.3	50.9	46.3	69.5	51.9	56.5	55.9
January-March.....	57.1	53.2	60.1	49.7	53.2	69.9	54.3	58.9	58.1
April-June.....	58.6	52.6	62.5	53.4	52.7	73.0	53.7	65.5	58.6
July-September.....	58.6	53.7	63.2	52.5	53.2	71.7	56.3	62.0	58.9
1957-58:									
October-December.....	56.3	52.4	59.5	52.6	50.1	68.7	52.5	58.8	58.2
January-March.....	56.9	53.1	57.1	49.6	53.9	74.1	53.3	58.4	59.5
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1956-57:									
October-December.....	32.6	43.0	29.6	17.3	32.2	48.6			
January-March.....	37.1	48.8	34.3	19.4	34.9	56.3			
April-June.....	37.0	48.2	34.0	20.8	33.4	56.4			
July-September.....	32.2	41.9	29.1	17.8	32.6	47.1			
1957-58:									
October-December.....	33.9	47.9	28.6	20.7	30.5	45.1			
January-March.....	37.0	48.1	32.6	22.0	36.7	54.5			
April-June.....									
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 19.--Other single-strength juices: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	Region						Retail outlet ^{1/}		
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1956-57:									
October-December.....	9,044	3,935	1,894	969	853	1,393	2,672	2,373	3,861
January-March.....	10,294	4,626	2,166	1,089	887	1,526	2,962	2,626	4,547
April-June.....	10,737	4,734	2,368	1,247	907	1,481	3,065	2,854	4,641
July-September.....	10,331	4,481	2,240	1,445	823	1,342	3,068	2,697	4,414
Total.....	40,406	17,776	8,668	4,750	3,470	5,742	11,767	10,550	17,463
1957-58:									
October-December.....	10,620	4,787	2,206	1,374	833	1,420	3,001	2,828	4,661
January-March.....	12,173	5,074	2,825	1,542	1,063	1,669	3,206	3,401	5,382
April-June.....									
July-September.....									
Total.....									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	30.7	30.5	32.4	30.3	33.0	28.6	32.5	30.0	29.8
January-March.....	30.8	30.7	32.5	30.6	32.4	28.7	32.8	29.7	30.0
April-June.....	30.6	30.4	31.4	30.2	32.7	29.3	32.1	29.7	30.1
July-September.....	31.3	30.9	31.7	30.7	34.2	30.3	32.9	30.1	30.7
1957-58:									
October-December.....	31.9	31.5	32.8	31.8	34.8	30.2	34.1	30.4	31.1
January-March.....	31.5	31.0	32.7	31.6	34.3	29.3	33.6	30.4	30.8
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	48.1	48.4	46.4	42.7	46.8	53.6	47.0	47.9	49.1
January-March.....	49.0	49.7	48.7	44.2	47.0	52.7	48.4	48.6	49.4
April-June.....	51.2	50.7	52.8	46.4	48.7	55.7	50.5	50.8	51.7
July-September.....	50.4	50.7	52.4	47.9	47.1	52.0	48.8	51.3	51.1
1957-58:									
October-December.....	50.6	51.8	51.1	46.5	47.6	52.9	49.2	51.5	51.4
January-March.....	52.3	53.3	52.5	47.1	49.6	56.2	50.4	52.8	53.2
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1956-57:									
October-December.....	55.5	88.0	40.9	25.0	51.4	83.6			
January-March.....	62.6	102.9	46.2	28.1	52.7	90.5			
April-June.....	65.0	105.5	50.3	31.7	53.1	87.4			
July-September.....	62.2	99.1	47.6	36.9	47.3	78.9			
1957-58:									
October-December.....	63.8	104.3	47.1	34.7	48.8	83.4			
January-March.....	73.0	110.2	60.1	38.9	61.6	97.9			
April-June.....									
July-September.....									

^{1/} Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

^{2/} Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 20.--Total single-strength juices: Consumer purchases, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains	Other outlets ^{1/}
	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}
1956-57:										
October-December.....	21,882	8,479	5,023	3,230	2,223	2,927	7,046	5,644	8,834	358
January-March.....	24,692	9,626	5,816	3,657	2,425	3,168	7,804	6,383	10,072	433
April-June.....	25,428	9,770	6,085	4,046	2,356	3,171	7,906	7,009	10,108	405
July-September.....	24,252	9,291	5,608	4,136	2,323	2,894	7,530	6,603	9,753	366
Total.....	96,254	37,166	22,532	15,069	9,327	12,160	30,286	25,639	38,767	1,562
1957-58:										
October-December.....	25,166	9,848	5,465	4,577	2,304	2,972	7,743	7,006	10,028	389
January-March.....	28,147	10,557	6,722	4,749	2,763	3,356	8,432	7,983	11,276	456
April-June.....										
July-September.....										
Total.....										
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	49.8	48.6	50.5	47.5	47.6	55.4	48.2	51.2	50.6	46.8
January-March.....	51.4	49.9	52.7	49.2	50.7	55.4	50.2	53.1	51.3	52.8
April-June.....	52.7	50.8	54.6	50.7	50.8	57.8	50.8	55.4	52.8	53.8
July-September.....	52.2	50.8	55.2	50.6	50.0	55.1	50.3	54.8	52.4	50.1
1957-58:										
October-December.....	52.5	52.1	53.5	52.1	50.1	54.8	50.5	55.7	52.9	45.0
January-March.....	53.6	53.1	53.9	51.5	52.6	57.7	51.3	56.2	54.2	51.3
April-June.....										
July-September.....										
Purchases per 1,000 capita										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}				
1956-57:										
October-December.....	134.2	189.6	108.3	83.4	134.0	175.8				
January-March.....	150.3	214.0	124.0	94.5	144.2	187.9				
April-June.....	153.9	217.7	129.1	103.0	138.0	187.3				
July-September.....	146.1	205.4	119.0	105.6	133.6	170.0				
1957-58:										
October-December.....	151.2	214.5	116.8	115.6	135.0	174.5				
January-March.....	168.6	229.2	143.1	119.8	160.2	196.8				
April-June.....										
July-September.....										

^{1/} Includes all other outlets such as delicatessens, department stores, roadside markets and fruit stands.

^{2/} Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 21.--Canned grapefruit sections: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independ- ent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1956-57:									
October-December.....	994	339	356	89	79	131	304	335	351
January-March.....	859	301	276	78	62	142	265	325	266
April-June.....	785	253	261	93	59	119	264	266	251
July-September.....	950	392	313	89	57	99	270	345	331
Total.....	3,588	1,285	1,206	349	257	491	1,103	1,271	1,199
1957-58:									
October-December.....	803	288	211	126	48	130	258	275	267
January-March.....	872	371	248	84	52	117	257	317	292
April-June.....									
July-September.....									
Total.....									
Average price paid per No. 303 can 3/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	18.2	17.2	17.9	18.4	19.6	19.4	19.7	16.8	18.1
January-March.....	18.3	17.5	18.0	18.4	19.0	19.1	19.7	17.2	18.1
April-June.....	18.7	18.0	18.3	19.0	20.0	19.4	20.0	17.6	18.4
July-September.....	18.8	18.1	18.7	19.2	20.3	19.8	20.5	17.4	18.8
1957-58:									
October-December.....	19.1	18.2	18.5	18.9	21.9	19.9	20.8	17.5	19.0
January-March.....	19.2	18.5	18.9	19.4	20.2	20.6	21.0	17.9	19.2
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	35.8	33.9	36.3	43.8	35.6	35.8	37.0	37.6	33.2
January-March.....	36.8	34.1	36.5	42.8	40.6	37.3	36.6	39.5	34.2
April-June.....	34.7	31.6	33.0	39.1	44.2	35.5	36.3	36.0	31.9
July-September.....	35.6	35.7	36.1	39.0	37.2	31.7	34.7	39.8	32.8
1957-58:									
October-December.....	37.4	34.6	36.4	43.9	38.8	38.2	37.7	39.9	34.8
January-March.....	36.4	35.5	36.4	44.1	33.2	36.4	32.0	44.7	34.5
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1956-57:									
October-December.....	6.1	7.6	7.7	2.3	4.8	7.9			
January-March.....	5.2	6.7	5.9	2.0	3.7	8.4			
April-June.....	4.8	5.6	5.5	2.4	3.5	7.0			
July-September.....	5.7	8.7	6.6	2.3	3.3	5.8			
1957-58:									
October-December.....	4.8	6.3	4.5	3.2	2.8	7.6			
January-March.....	5.2	8.1	5.3	2.1	3.0	6.9			
April-June.....									
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases 24 No. 2 cans...480 ounces per case.

3/ Net weight 1 pound.

Table 22.--Canned single-strength juices and fruit: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States by regions and type of retail outlets, January-March 1958

Item	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
Canned single-strength juices:									
Orange.....	4,663	1,281	1,231	1,428	452	271	1,837	1,336	1,362
Grapefruit.....	2,825	806	749	597	406	267	866	980	939
Lemon.....	148	53	45	3/	3/	26	40	43	64
Prune.....	2,158	1,127	342	295	201	193	638	540	954
Tomato.....	6,180	2,216	1,530	872	632	930	1,845	1,683	2,575
Other juices.....	12,173	5,074	2,825	1,542	1,063	1,669	3,206	3,401	5,382
Total.....	28,147	10,557	6,722	4,749	2,763	3,356	8,432	7,983	11,276
Canned grapefruit sections.....	872	371	248	84	52	117	257	317	292
Average price per can 4/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Canned single-strength juices:									
Orange.....	31.8	31.3	31.4	30.8	33.2	37.3	33.6	29.2	31.2
Grapefruit.....	28.0	26.9	27.8	27.7	28.3	30.3	29.6	26.4	27.6
Lemon.....	10.8	11.3	11.2	3/	3/	9.7	12.3	9.7	10.3
Prune.....	33.4	31.1	35.5	34.6	36.6	32.8	35.4	32.1	32.5
Tomato.....	28.0	29.9	28.9	30.6	29.3	22.8	29.2	28.2	26.9
Other juices.....	31.5	31.0	32.7	31.6	34.3	29.3	33.6	30.4	30.8
Canned grapefruit sections.....	19.2	18.5	18.9	19.4	20.2	20.6	21.0	17.9	19.2
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Canned single-strength juices:									
Orange.....	59.8	66.9	58.5	59.8	56.7	53.6	57.8	68.2	58.5
Grapefruit.....	62.6	63.2	66.5	60.3	65.4	56.0	56.5	70.7	63.3
Lemon.....	14.8	15.2	16.4	3/	3/	13.5	14.4	14.8	15.0
Prune.....	40.7	42.0	36.8	37.7	45.0	41.6	36.4	42.8	43.4
Tomato.....	56.9	53.1	57.1	49.6	53.9	74.1	53.3	58.4	59.5
Other juices.....	52.3	53.3	52.5	47.1	49.6	56.2	50.4	52.8	53.2
Total.....	53.6	53.1	53.9	51.5	52.6	57.7	51.3	56.2	54.2
Canned grapefruit sections.....	36.4	35.5	36.4	44.1	33.2	36.4	32.0	44.7	34.5
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
Canned single-strength juices:									
Orange.....	27.9	27.8	26.2	36.0	26.2	15.9			
Grapefruit.....	16.9	17.5	15.9	15.1	23.5	15.7			
Lemon.....	.9	1.1	1.0	3/	3/	1.5			
Prune.....	12.9	24.5	7.3	7.4	11.7	11.3			
Tomato.....	37.0	48.1	32.6	22.0	36.7	54.5			
Other juices.....	73.0	110.2	60.1	38.9	61.6	97.9			
Total.....	168.6	229.2	143.1	119.8	160.2	196.8			
Canned grapefruit sections.....	5.2	8.1	5.3	2.1	3.0	6.9			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets, and fruit stands are not shown.

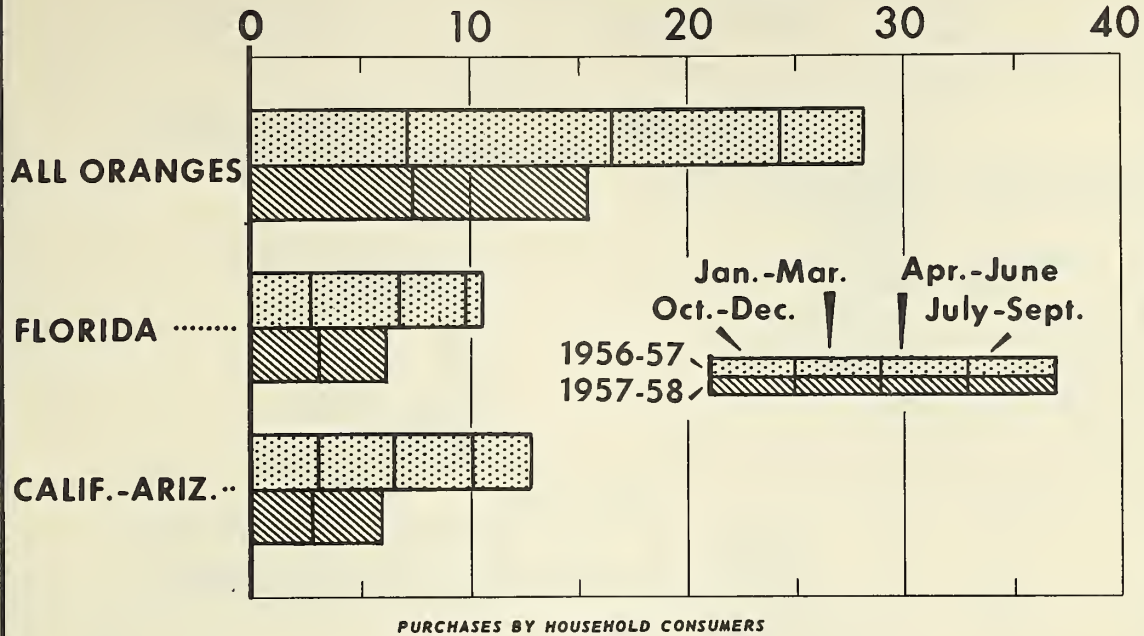
2/ Equivalent cases of 24 No. 2 cans...432 ounces per case, except 480 ounces per case for canned grapefruit sections.

3/ Too few purchases reported for analysis.

4/ 46-ounce can, except lemon juice, 5 1/2-6-ounce can; prune juice, 32-ounce bottle and grapefruit sections, net weight 1 pound (No. 303 can).

CONSUMER PURCHASES OF ORANGES

MIL. BOXES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4880-58 (5) AGRICULTURAL MARKETING SERVICE

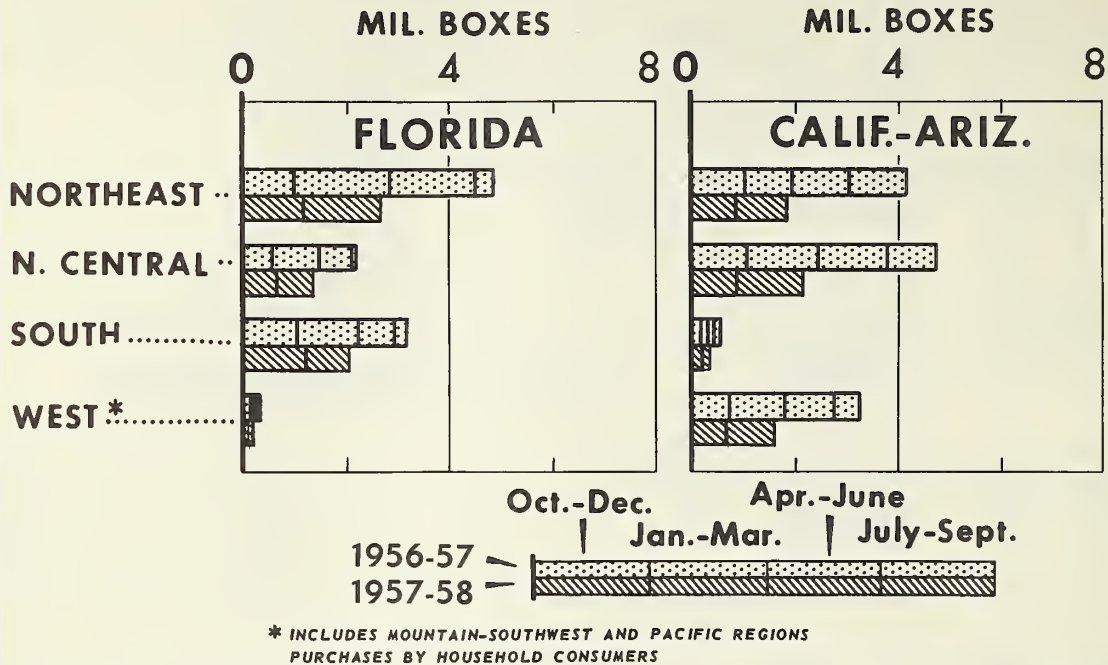
Figure 6

Table 23.--Oranges: Consumer purchases, by quarters, October-December 1956 to date

Period	All oranges ^{1/}	Florida	California-Arizona	Unidentified
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1956-57:				
October-December.....	7,068	2,750	3,024	1,059
January-March.....	9,337	4,019	3,431	1,395
April-June.....	7,871	3,031	3,599	1,080
July-September.....	3,917	732	2,693	447
Total.....	28,193	10,532	12,747	3,981
1957-58:				
October-December.....	7,343	3,135	2,701	1,117
January-March.....	8,235	3,018	3,223	1,384
April-June.....				
July-September.....				
Total.....				

^{1/} Includes oranges from other States which are not reported as unidentified.

FLORIDA AND CALIFORNIA-ARIZONA ORANGE PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4881-58 (5) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 24.--Oranges: Consumer purchases, United States and regions, by quarters, October-December 1956 to date

State of origin and period	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida:												
October-December.....	3,135	2,750	1,183	1,001	673	592	1,211	1,068	56	76	1/	1/
January-March.....	3,018	4,019	1,494	1,940	657	849	844	1,164	22	53	1/	1/
April-June.....		3,031		1,582		656		720		63		1/
July-September.....		732		376		99		243		1/		1/
Total.....		10,532		4,899		2,196		3,195		206		36
California-Arizona:												
October-December.....	2,701	3,024	875	1,055	972	1,070	182	155	210	223	462	521
January-March.....	3,223	3,431	985	898	1,153	1,365	146	151	276	305	663	712
April-June.....		3,599		1,123		1,350		123		289		714
July-September.....		2,693		1,084		975		133		167		334
Total.....		12,747		4,160		4,760		562		984		2,281
All oranges 2/:												
October-December.....	7,343	7,068	2,333	2,345	1,926	1,925	1,890	1,603	604	535	590	660
January-March.....	8,235	9,337	2,936	3,291	2,281	2,690	1,479	1,686	738	777	801	893
April-June.....		7,871		3,050		2,300		1,080		564		877
July-September.....		3,917		1,602		1,167		495		258		395
Total.....		28,193		10,288		8,082		4,864		2,134		2,825

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

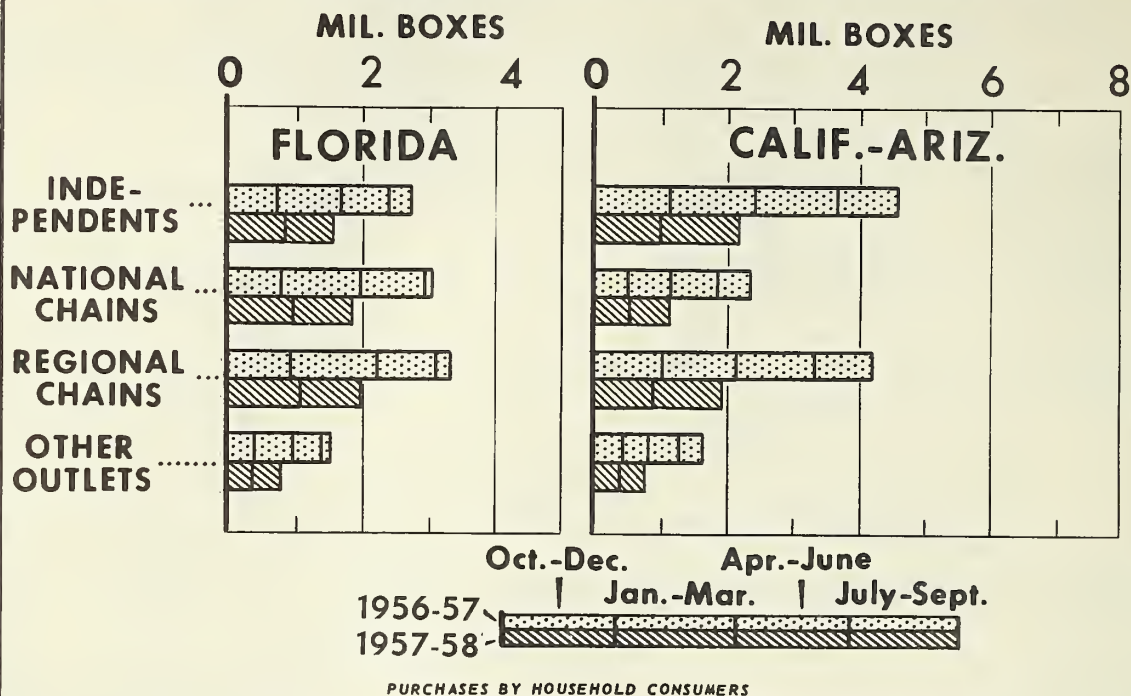
Table 25--Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:												
October-December.....	35.0	34.0	39.5	40.4	37.1	34.7	30.8	29.7	38.2	37.9	1/	1/
January-March.....	43.7	37.9	49.1	43.0	44.7	39.1	36.6	31.6	51.6	38.7	1/	1/
April-June.....		39.9		44.2		39.9		33.1		42.2	1/	1/
July-September.....		46.1		52.6		47.8		38.5		1/	1/	1/
California-Arizona:												
October-December.....	53.0	48.1	62.0	53.4	53.8	48.8	41.5	42.4	61.2	55.3	43.5	40.5
January-March.....	67.2	51.5	80.0	62.4	68.0	52.6	55.0	41.8	72.8	55.0	56.7	43.4
April-June.....		54.4		65.0		54.8		50.5		59.6		44.3
July-September.....		48.9		53.2		48.0		48.3		54.5		41.2
All oranges 2/:												
October-December.....	42.1	40.8	48.9	47.0	46.0	43.9	32.6	32.0	42.1	43.3	43.2	40.0
January-March.....	52.7	43.0	60.0	49.2	56.4	46.0	38.6	33.0	48.5	39.9	56.9	43.1
April-June.....		47.6		52.7		50.2		35.5		50.2		43.7
July-September.....		47.7		52.8		48.2		42.1		48.1		40.5
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida:												
October-December.....	15.6	16.2	14.0	13.6	14.9	15.6	17.5	18.8	13.9	15.1	1/	1/
January-March.....	13.8	14.2	12.7	13.2	14.5	14.5	15.0	15.4	9.7	13.3	1/	1/
April-June.....		14.1		13.7		14.5		14.6		12.7	1/	1/
July-September.....		13.3		13.1		12.8		13.5		1/	1/	1/
California-Arizona:												
October-December.....	11.4	12.5	10.4	11.8	11.4	12.2	13.2	13.3	9.8	10.7	12.9	14.4
January-March.....	9.9	11.5	8.5	9.7	10.3	11.5	9.8	12.9	8.6	10.6	11.5	13.3
April-June.....		11.0		9.5		11.4		10.6		9.7		12.8
July-September.....		12.0		11.7		12.6		9.6		10.0		13.0
All oranges 2/:												
October-December.....	13.5	14.0	12.2	12.5	12.8	13.2	16.2	16.7	12.9	12.8	13.1	14.6
January-March.....	11.7	12.9	10.6	11.6	11.9	12.8	13.6	14.4	11.8	13.4	11.3	13.3
April-June.....		12.1		11.5		12.1		13.3		11.0		13.0
July-September.....		12.2		12.1		12.5		11.5		11.5		13.2
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida:												
October-December.....	18.8	16.9	25.8	22.4	14.4	12.8	30.6	27.6	3.3	4.6	1/	1/
January-March.....	18.1	24.5	32.4	43.1	14.0	18.1	21.3	30.1	1.3	3.2	1/	1/
April-June.....		18.3		35.3		13.9		18.3		3.6	1/	1/
July-September.....		4.4		8.3		2.1		6.2		1/	1/	1/
California-Arizona:												
October-December.....	16.2	18.5	19.1	23.6	20.8	23.1	4.6	4.0	12.3	13.5	27.1	31.3
January-March.....	19.3	20.9	21.4	20.0	24.6	29.1	3.7	3.9	16.0	18.1	38.9	42.2
April-June.....		21.8		25.0		28.6		3.1		16.9		42.2
July-September.....		16.2		24.0		20.7		3.4		9.6		19.6
All oranges 2/:												
October-December.....	44.0	43.3	50.9	52.5	41.2	41.5	47.8	41.4	35.5	32.3	34.6	39.7
January-March.....	49.4	56.9	63.7	73.2	48.6	57.4	37.3	43.5	42.8	46.2	47.0	52.9
April-June.....		47.6		68.0		48.8		27.5		32.9		52.3
July-September.....		23.6		35.4		24.8		12.7		14.9		23.2

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

WHERE CONSUMERS BUY ORANGES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4882-58 (5) AGRICULTURAL MARKETING SERVICE

Figure 8

Table 26.--Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1956 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida:								
October-December.....	807	717	948	761	1,038	913	3,135	2,750
January-March.....	730	921	902	1,216	947	1,290	3,018	4,019
April-June.....		751		941		906		3,031
July-September.....		312		106		196		732
Total		2,701		3,024		3,305		10,532
California-Arizona:								
October-December.....	986	1,121	499	487	873	1,010	2,701	3,024
January-March.....	1,140	1,283	630	645	1,053	1,119	3,223	3,431
April-June.....		1,264		710		1,184		3,599
July-September.....		926		482		893		2,693
Total		4,594		2,324		4,206		12,747
All oranges ^{2/}:								
October-December.....	2,443	2,395	1,604	1,434	2,320	2,316	7,343	7,068
January-March.....	2,626	2,924	1,900	2,183	2,596	3,061	8,235	9,337
April-June.....		2,493		1,854		2,501		7,871
July-September.....		1,446		669		1,225		3,917
Total		9,258		6,140		9,103		28,193

^{1/} Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

Table 27.--Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

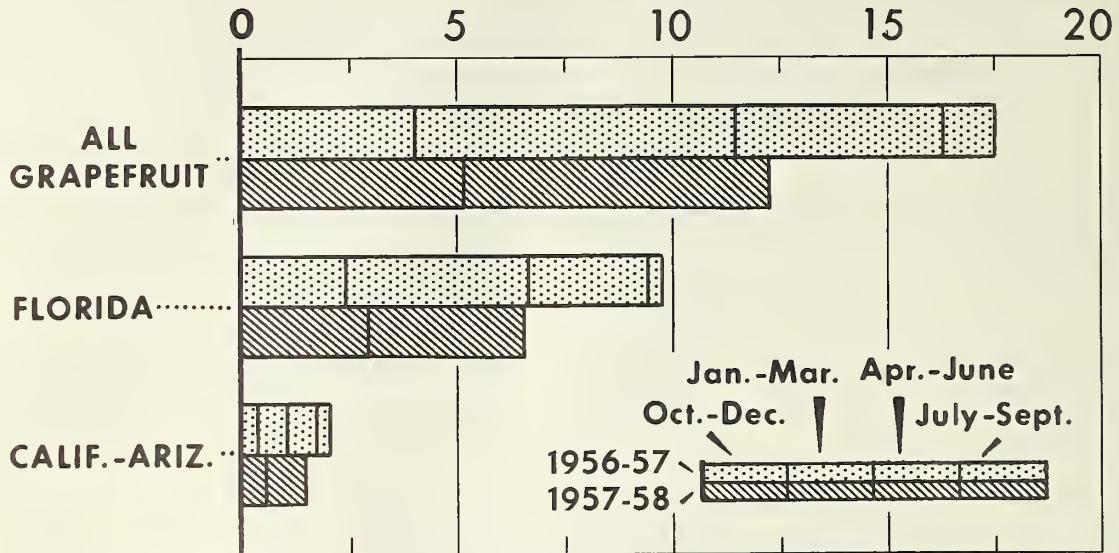
State of origin and period	Average price per dozen							
	Independent		National		Regional		All retail	
	groceries		chains		chains		outlets ^{1/}	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:								
October-December.....	36.3	34.3	33.9	33.5	34.3	34.1	35.0	34.0
January-March.....	43.4	39.2	44.9	38.1	45.3	38.1	43.7	37.9
April-June.....		41.5		39.7		40.5		39.9
July-September.....		46.9		48.2		46.6		46.1
California-Arizona:								
October-December.....	55.9	51.8	54.2	48.4	52.1	46.9	53.0	48.1
January-March.....	68.0	54.2	72.3	54.7	71.5	50.9	67.2	51.5
April-June.....		56.7		58.2		53.0		54.4
July-September.....		50.1		52.6		47.8		48.9
All oranges ^{2/} :								
October-December.....	44.1	43.1	41.0	40.1	42.0	40.3	42.1	40.8
January-March.....	53.3	45.2	54.8	44.5	55.8	42.7	52.7	43.0
April-June.....		49.7		48.4		47.9		47.6
July-September.....		48.9		51.4		47.2		47.7
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
Florida:								
October-December.....	14.9	15.5	15.9	15.7	14.9	15.5	15.6	16.2
January-March.....	13.3	13.0	13.5	14.3	12.8	13.6	13.8	14.2
April-June.....		13.6		14.6		12.9		14.1
July-September.....		13.6		11.6		12.5		13.3
California-Arizona:								
October-December.....	10.6	11.5	11.2	12.4	11.6	12.7	11.4	12.5
January-March.....	9.3	10.9	8.9	10.8	9.6	11.4	9.9	11.5
April-June.....		10.3		10.2		11.4		11.0
July-September.....		11.5		11.2		12.1		12.0
All oranges ^{2/} :								
October-December.....	12.6	13.1	13.6	13.7	13.1	13.7	13.5	14.0
January-March.....	11.0	11.9	11.1	12.5	11.2	12.7	11.7	12.9
April-June.....		11.3		12.0		11.9		12.1
July-September.....		11.8		11.3		12.1		12.2

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

CONSUMER PURCHASES OF GRAPEFRUIT

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4883-58 (5) AGRICULTURAL MARKETING SERVICE

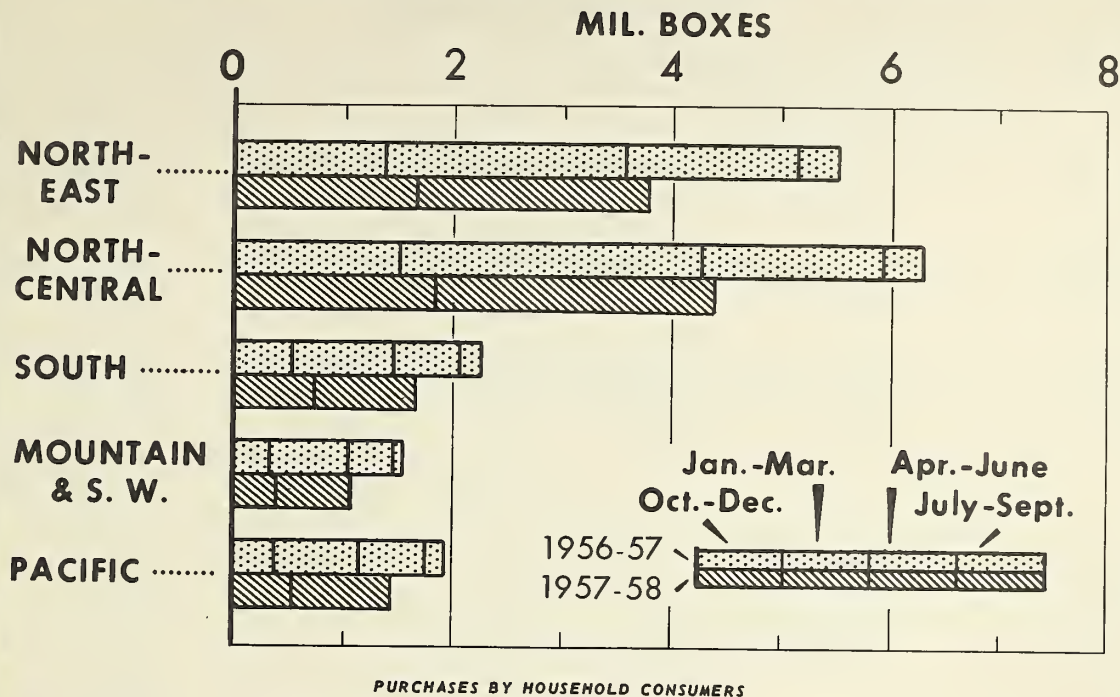
Figure 9

Table 28.--Grapefruit: Consumer purchases, by quarters, October-December 1956 to date

Period	All grapefruit ^{1/}	Florida	California- Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1956-1957:				
October-December.....	4,076	2,438	348	945
January-March.....	7,416	4,221	726	1,320
April-June.....	4,867	2,759	668	1,098
July-September.....	1,151	377	321	426
Total.....	17,510	9,795	2,063	3,789
1957-58:				
October-December.....	5,146	2,985	535	1,156
January-March.....	7,120	3,515	855	1,568
April-June.....				
July-September.....				
Total.....				

^{1/} Includes fresh grapefruit from other States which are not reported as unidentified.

GRAPEFRUIT PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE
NEG. 4884-58 (5) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 29.--Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1956 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida:												
October-December.....	2,985	2,438	1,275	1,027	1,075	864	495	402	82	84	58	61
January-March.....	3,515	4,221	1,655	1,841	1,118	1,541	658	651	37	131	47	57
April-June.....		2,759		1,255		954		412		94		44
July-September.....		377		156		102		102		13		1/
Total.....		9,795		4,279		3,461		1,567		322		166
California-Arizona:												
October-December.....	535	348	56	37	60	44	1/	1/	38	37	370	211
January-March.....	855	726	32	1/	51	68	1/	1/	82	77	675	538
April-June.....		668		1/		62		1/		115		443
July-September.....		321		84		84		22		34		97
Total.....		2,063		185		258		68		263		1,289
All grapefruit 2/:												
October-December.....	5,146	4,076	1,655	1,348	1,834	1,506	724	539	396	320	537	363
January-March.....	7,120	7,416	2,119	2,229	2,530	2,789	941	911	639	701	891	786
April-June.....		4,867		1,586		1,641		615		427		598
July-September.....		1,151		350		359		202		80		160
Total.....		17,510		5,513		6,295		2,267		1,528		1,907

1/ Too few purchases reported for analysis.
2/ Includes Texas grapefruit and grapefruit not identified as to origin.

Table 30.--Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

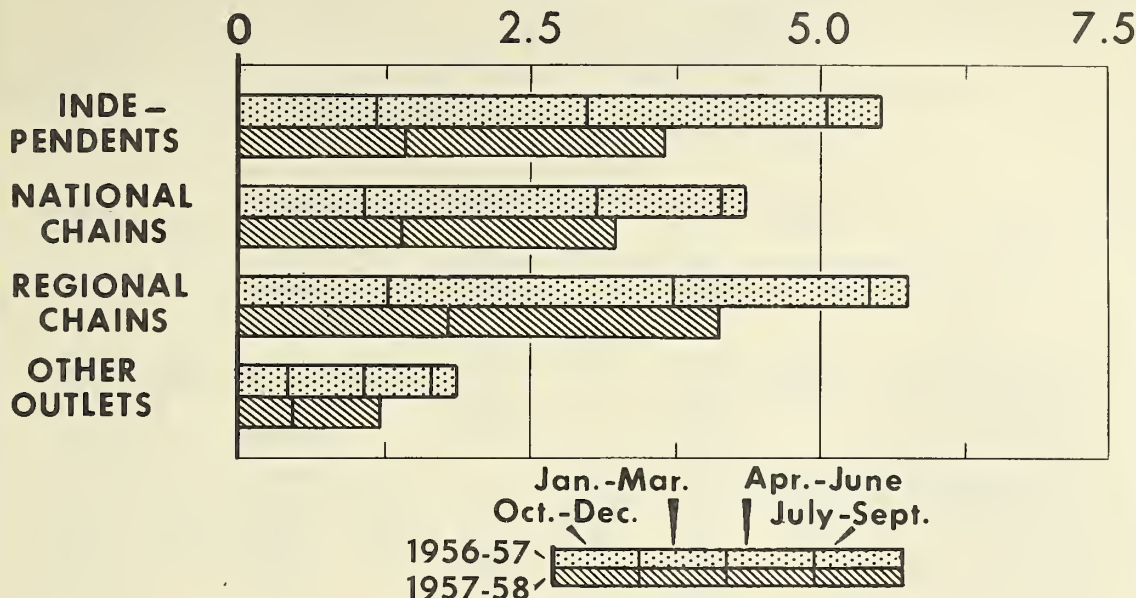
State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:												
October-December.....	90.1	90.9	96.9	100.5	83.0	80.7	80.8	80.8	103.5	106.6	132.2	127.6
January-March.....	98.8	84.8	109.6	92.4	92.4	79.7	82.5	70.5	141.1	111.7	133.5	116.2
April-June.....		94.6		101.6		91.2		77.4		114.6		129.0
July-September.....		110.6		118.8		110.8		97.0		131.0		1/
California-Arizona:												
October-December.....	75.1	84.7	104.0	121.5	83.0	86.9	1/	1/	80.9	90.6	70.7	77.6
January-March.....	71.0	66.3	120.3	1/	68.9	66.4	1/	1/	73.4	60.4	69.2	65.7
April-June.....		74.5		1/		82.6		1/		62.9		74.5
July-September.....		114.8		127.9		110.4		135.0		120.2		106.6
All grapefruit 2/:												
October-December.....	86.1	89.1	99.0	102.8	80.8	80.4	83.1	85.0	85.9	92.3	80.1	87.8
January-March.....	88.1	78.2	110.0	92.7	83.2	73.4	86.6	74.1	81.4	73.9	76.1	73.9
April-June.....		88.3		100.7		86.7		82.5		85.1		80.3
July-September.....		109.5		123.0		105.6		102.5		124.8		98.7
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida:												
October-December.....	5.1	5.2	4.5	4.6	5.8	6.1	5.4	5.8	4.9	4.7	3.4	3.2
January-March.....	5.1	5.6	4.4	5.0	6.0	6.3	5.7	6.4	3.6	5.1	4.0	3.8
April-June.....		4.9		4.4		5.6		5.7		4.5		3.4
July-September.....		3.9		3.5		4.3		4.3		3.8		1/
California-Arizona:												
October-December.....	6.0	5.6	4.1	3.4	5.7	5.6	1/	1/	6.9	7.1	6.2	5.9
January-March.....	7.1	6.9	3.3	1/	6.7	6.9	1/	1/	9.4	9.9	7.2	6.8
April-June.....		6.5		1/		5.9		1/		9.7		6.3
July-September.....		4.0		3.4		4.4		3.0		4.2		4.2
All grapefruit 2/:												
October-December.....	5.3	5.2	4.3	4.3	6.0	6.1	5.2	5.3	6.2	5.8	5.4	4.8
January-March.....	5.6	6.0	4.3	4.9	6.3	6.6	5.3	5.9	6.6	7.2	6.3	6.1
April-June.....		5.2		4.4		5.6		5.1		5.9		5.6
July-September.....		4.1		3.5		4.6		4.1		3.9		4.5
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida:												
October-December.....	18.0	14.9	27.8	23.0	23.0	18.6	12.5	10.4	4.8	5.0	3.4	3.7
January-March.....	21.1	25.7	35.9	40.9	23.8	32.9	16.6	16.8	2.2	7.8	2.7	3.4
April-June.....		16.7		28.0		20.3		10.5		5.5		2.6
July-September.....		2.3		3.4		2.2		2.6		.7		1/
California-Arizona:												
October-December.....	3.2	2.1	1.2	.8	1.3	.9	1/	1/	2.2	2.2	21.7	12.7
January-March.....	5.1	4.4	.7	1/	1.1	1.4	1/	1/	4.8	4.6	39.6	31.9
April-June.....		4.0		1/		1.3		1/		6.8		26.1
July-September.....		1.9		1.9		1.8		.6		2.0		5.7
All grapefruit 2/:												
October-December.....	30.9	24.9	36.1	30.1	39.2	32.4	18.3	14.0	23.2	19.3	31.4	21.9
January-March.....	42.7	45.1	45.9	49.5	53.9	59.5	23.8	23.5	37.1	41.7	52.3	46.6
April-June.....		29.4		35.3		34.8		15.7		25.1		35.3
July-September.....		7.0		7.7		7.7		5.2		4.5		9.4

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

WHERE CONSUMERS BUY GRAPEFRUIT

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4885-58 (5) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 31.--Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1956 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets 1/	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida:								
October-December.....	711	577	970	802	1,049	772	2,985	2,438
January-March.....	917	1,016	1,018	1,371	1,174	1,471	3,515	4,221
April-June.....		709		717		1,034		2,759
July-September.....		128		62		120		377
Total.....		2,430		2,952		3,397		9,795
California-Arizona:								
October-December.....	150	118	126	93	222	109	535	348
January-March.....	248	205	225	198	324	274	855	726
April-June.....		185		145		220		668
July-September.....		121		63		101		321
Total.....		629		499		704		2,063
All grapefruit 2/:								
October-December.....	1,456	1,207	1,402	1,106	1,803	1,299	5,146	4,076
January-March.....	2,228	2,318	1,839	2,000	2,300	2,455	7,120	7,416
April-June.....		1,533		1,076		1,676		4,867
July-September.....		453		180		337		1,151
Total.....		5,511		4,362		5,767		17,510

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

Table 32.--Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

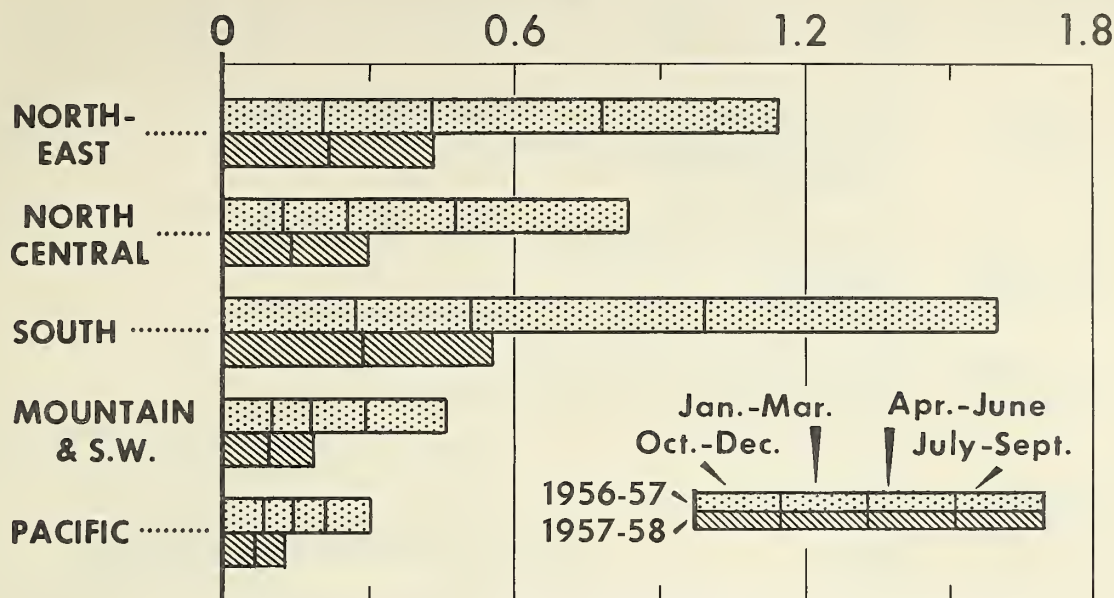
State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:								
October-December.....	97.3	103.1	85.6	82.8	91.0	92.9	90.1	90.9
January-March.....	102.3	96.2	92.6	78.0	103.2	85.8	98.8	84.8
April-June.....		104.4		88.0		97.0		94.6
July-September.....		114.0		112.4		108.8		110.6
California-Arizona:								
October-December.....	83.6	91.6	76.4	85.4	69.5	79.6	75.1	84.7
January-March.....	77.4	70.1	70.2	68.8	69.0	64.6	71.0	66.3
April-June.....		83.1		79.3		75.2		74.5
July-September.....		113.4		124.1		119.0		114.8
All grapefruit ^{2/} :								
October-December.....	90.5	94.5	85.5	85.5	85.4	88.9	86.1	89.1
January-March.....	89.9	81.2	87.0	76.5	90.3	78.6	88.1	78.2
April-June.....		92.9		88.8		89.6		88.3
July-September.....		107.3		119.5		114.1		109.5
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
Florida:								
October-December.....	4.7	4.6	5.5	5.8	4.9	4.7	5.1	5.2
January-March.....	4.9	4.9	5.3	6.3	4.5	5.3	5.1	5.6
April-June.....		4.3		5.4		4.8		4.9
July-September.....		3.8		4.0		3.8		3.9
California-Arizona:								
October-December.....	5.2	5.1	7.2	6.8	6.0	5.2	6.0	5.6
January-March.....	6.6	6.8	8.6	7.1	6.3	6.4	7.1	6.9
April-June.....		5.7		7.1		5.3		6.5
July-September.....		3.8		4.6		3.6		4.0
All grapefruit ^{2/} :								
October-December.....	5.0	4.9	5.4	5.6	5.1	4.8	5.3	5.2
January-March.....	5.4	5.7	5.8	6.3	5.1	5.7	5.6	6.0
April-June.....		4.8		5.5		5.0		5.2
July-September.....		4.1		4.2		3.7		4.1

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

LEMON PURCHASES BY REGIONS

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

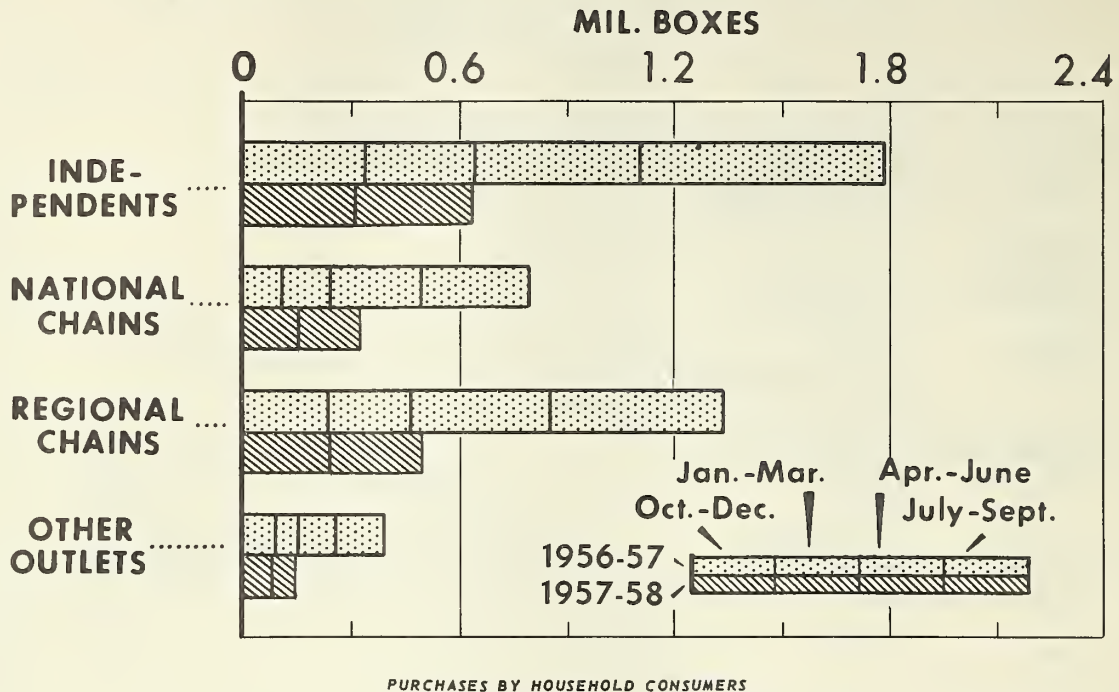
NEG. 4886-58 (5) AGRICULTURAL MARKETING SERVICE

Figure 12

Table 33.--Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions by quarters, October-December 1956 to date

[illegible]

WHERE CONSUMERS BUY LEMONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4887-58 (5) AGRICULTURAL MARKETING SERVICE

Figure 13

Table 34.--Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1956-57:												
October-December.....	337	117	239	774	45.3	52.6	49.1	47.0	6.6	5.6	6.2	6.4
January-March.....	303	126	225	754	47.3	53.7	48.7	48.2	6.2	5.5	6.1	6.1
April-June.....	476	247	394	1,219	43.3	44.1	41.1	42.5	7.1	7.2	7.8	7.3
July-September.....	664	310	491	1,595	42.0	43.9	41.1	42.0	7.8	7.8	7.9	7.8
Total.....	1,780	800	1,349	4,322								
1957-58:												
October-December.....	317	153	241	790	44.5	49.1	48.1	45.9	6.5	6.4	6.1	6.4
January-March.....	322	168	259	814	46.1	49.8	48.2	47.0	6.4	6.1	5.9	6.2
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

Table 35.--Tangerines: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, selected quarters 1956 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:												
October-December.....	1,956	854	622	352	67	61	37.2	39.4	35.9	30.2	47.4	53.7
January-March.....	1,263	571	370	207	50	65	33.1	36.6	28.7	27.2	42.8	42.5
1957-58:												
October-December.....	1,422	646	406	241	47	82	44.4	46.9	44.6	35.7	53.2	49.5
January-March.....	417	206	69	69	1/	58	46.3	49.2	47.0	35.8	1/	47.0
Period	Average size of purchase						Purchases per 1,000 capita					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1956-57:												
October-December.....	11.9	11.1	13.1	13.9	8.8	8.7	12.0	19.1	13.4	9.1	4.0	3.7
January-March.....	12.4	11.5	14.3	14.2	9.6	9.7	7.7	12.7	7.9	5.3	3.0	3.9
1957-58:												
October-December.....	10.6	9.8	11.2	14.5	7.6	8.8	8.5	14.1	8.7	6.1	2.8	4.8
January-March.....	10.6	9.9	11.5	13.9	1/	9.5	2.5	4.5	1.5	1.7	1/	3.4

1/ Too few purchases reported for analysis.

Table 36.--Tangerines: Consumer purchases, average price paid and average size of purchase, United States by type of retail outlet, selected quarters 1956 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1956-57:												
October-December.....	577	492	644	1,956	39.0	36.0	36.9	37.2	11.9	11.9	11.7	11.9
January-March.....	399	234	421	1,263	34.4	32.1	32.6	33.1	12.0	12.7	12.4	12.4
1957-58:												
October-December.....	450	294	474	1,422	45.0	45.3	44.5	44.4	10.5	10.4	10.6	10.6
January-March.....	178	50	105	417	47.2	50.0	52.1	46.3	10.9	9.6	9.3	10.6

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

